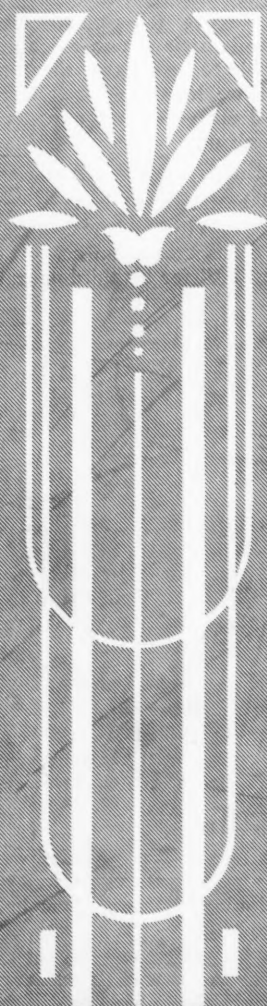


The AUTHOR & JOURNALIST



ARE EDITORS TOO TIMID?

By OSCAR GRAEVE

WRITING RADIO HUMOR

By GODIN V. GREENE

WRITING FOR HEALTH MAGAZINES

By JOHN M. GIBSON

HOW LONG SHALL I MAKE IT?

A Handy Tabulation of Magazine
Length Requirements

MAKE THEM BUY IT

By LESLIE E. DUNKIN

Quarterly

HANDY MARKET LIST

The Indispensable Writers' Directory
of Manuscript Markets



JUNE

20¢

THE AUTHOR & JOURNALIST...

1839 CHAMPA STREET
DENVER, COLORADO

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RADICAL CHANGES IN THE CLASSIFICATION of various magazines will be observed in the Quarterly Handy Market list appearing in this issue. A number of heretofore paying on acceptance periodicals have been transferred to the pay-on-publication group.

In some instances, this change has been made against the protests of the magazine publishers. In cases where information received from the wide circle of authors with whom we are in touch is preponderately at variance with the reports made by editors themselves, we have preferred to base our listings on the experience of these authors, who are dealing with the magazines, and who certainly know whether they are being paid on acceptance or after publication.

THE AUTHOR & JOURNALIST is solely and exclusively a writer's magazine. It exists to help and inform writers and not to exploit them. In the seventeen years of its existence it has consistently stood as a champion for the best interests of its readers, has followed their careers with paternal interest, has assisted them over the bumps, and watched a vast army develop from the tyro stage to established professionals. It intends to keep faith with them through all vicissitudes.

The "cleanup" in this issue probably is incomplete. Readers will confer a favor by reporting to us experiences which are at variance with the published statements as to rates or methods of payment. The most noteworthy change in the present issue, of course, is the transfer of the numerous Clayton magazines to the pay-on-pub-

cation group. It is common knowledge among contributors that these magazines, while maintaining their very good rates—probably the best in the field—have fallen behind in their payments to authors, and that they are now practically on a pay-on-publication basis.

We believe this condition to be temporary, but while it exists there can be no fairness to writers or to rival publishing groups in camouflaging the situation.

In this connection, a letter from W. M. Clayton, president of the Clayton group, has been received, protesting against a change in the listing and claiming that payment to his authors is being made on acceptance in the majority of cases, "though in some instances during the recent depression, we have had to defer payment." He adds: "However, we very shortly expect to be back on a payment on acceptance basis."

Mr. Clayton may rest assured that THE AUTHOR & JOURNALIST will be only too glad to announce the fact, when the wide circle of authors with whom it is in touch are able to report that they are being paid on acceptance by this group. Furthermore, we have no doubt that every effort will be made to bring this about.

CONTEST FANS will be interested in the selections of Gilson VanderVeer Willets, the San Francisco newspaper man who has become an acknowledged authority on "contesting," for his third annual contest team for 1932. His selections are

1. Clarence B. Farrar, 2384 Blvd. Dr., Atlanta, Ga.
2. Elmer Whittaker, Box 72, Segregansett, Mass.
3. L. A. Wachlin, 258 Greeley Ave., Sayville, L. I., N. Y.
4. Mrs. M. A. Burgert, 3941 Bales Ave., Kansas City, Mo.
5. Frank G. Davis, 13562 Cedar Rd., Cleveland Heights, O.
6. Phil Phillipspon, 3137 S. W. 13th Pl., Des Moines, Ia.
7. Frank H. Evans, P. O. Box 12, Mauertown, Va.
8. Mrs. Joe Miller, 423 N. Pine St., Charlotte, N. C.
9. Lewis C. Harrison, Main St., Walhalla, S. C.
10. Marye C. Hicks, 8243 Drexel Ave., Chicago, Ill.

These ten persons, according to the figures compiled by Mr. Willets, won a total of 1922 prizes, amounting to \$14,535.

Larger winnings were made by other persons, according to Mr. Willets, but their claims to place on the team were eliminated for various reasons, one of them being "professionalism."

THE SEASON of the year is close in which writers and those with writing aspirations will be thinking about vacation trips. In this connection, what could be more ideal than a sojourn at one or another of the attractive summer writers' camps? Such a vacation combines recreation and outing with the opportunity to form associations with prominent and less prominent fellow writers and to secure the inspiration and help of an intensive short course in authorship.

Two such summer conferences are announced in this issue of THE AUTHOR & JOURNALIST—the third annual Writers' Conference, under the auspices of the University of Colorado, and the Holbrook Writers' Colony.

These conferences in the past have proved exceedingly helpful and inspirational and their announcements indicate that splendid times are in store for those who may attend this year.

ARE EDITORS TOO TIMID?

By OSCAR GRAEVE

Editor, *Delineator*



Oscar Graeve

WE sat at lunch at the Brevoort, my friend and I, eating mussels *a la mariniere*. (Have you ever had mussels *a la mariniere*? Delicious!) Outside, through the slats of the Venetian blinds, we could see the spring sunlight like white fire flashing up and down Fifth Avenue.

Despite prohibition and the lure of the speakies, lurking like love nests in the adjacent streets, there was still some of the old crowd in the Brevoort. At the next table Hendrik Van Loon was booming his latest anecdote, while slender Margaret Sangster bloomed like a flower at a table in the corner and, in the next room, I caught a glimpse of Achmed Abdullah and his charming wife, Jean Wick, the literary agent, discussing no doubt the intricacies of some Oriental plot over their coffee and cigarettes.

But despite this pleasant company, my friend, who is a writer, and an excellent one, was in sombre mood that bright day.

"The trouble with you editors is you're too timid," he said savagely. "Oh, I can sell you stuff all right. I know the ropes and I pot-boil until my blood boils, too. But when I try to write a story that is honest, new, unconventional, can I sell it? No, I can't. Look at this!"—from his pocket he drew a letter from the editor of one of our best known magazines—"Read it!" he commanded.

I read, "Dear Jack. You know this is a good story and I know it, too, but you appreciate as well as I do the difficulty of pub-

lishing a story as unusual as this. What we want are stories with a thrilling, sentimental turn and also stories with a pleasant, satirical humor and, of course, as always, nice young love stories."

"Well, he tells you what he does want," I said encouragingly.

"Yes, and he's frank about what he doesn't want," said Jack. "He admits he doesn't want anything out of the ordinary."

"But that's just one editor," I said defensively.

"It's all editors," said my friend. "It's all editors of popular magazines. Well, I'll go home now and write a story about a lovely young girl, a bit wild but with a heart of gold, who meets a stalwart young man and, after a slight misunderstanding or two, flops into his arms. After all, baby needs new shoes and papa must eat. But it's a pretty stifling sort of business, writing for the magazines and, since the depression, editors are more conservative than ever. Sweetness and light, it's all they want."

I WALKED back to the Butterick Building through the brief green of Washington Square and the cluttered streets of the Italian quarter, wondering whether my friend was just in his criticism.

Are editors too timid? Sometimes I think they are. Perhaps I should say we are.

Yet, here at *Delineator*, we've taken many and many a chance on the unusual story and invariably this has been the story that has brought the greatest response from our readers. So far as I can discover from actual experience, the general public, bless its heart, is eager for the unusual story that some editors—and sometimes myself—are too timid to offer it. I think, perhaps, the general sameness of magazine fiction is not the public's fault so much as it is the editors'. In trying to please an enormous audience of readers we are apt to underestimate

their taste rather than to overestimate it. Of course, all the world loves a love story just as much as it loves a lover, but a diet of too much love becomes a little cloying. There are other things to write about. There are other things people like to read about.

Much to my surprise, I was made editor of *Delineator* about five years ago. During my regime the first short-story to make a tremendous hit was Coningsby Dawson's "The Unknown Soldier," published in November, 1928. This was a daring and unconventional story if there ever was one. It was as grim as it was beautiful. Later it was published in book form—a rare honor for a short-story—and still later in a deluxe edition. It was also in "The World's Best Short Stories" of that year and starred by the redoubtable Mr. O'Brien. But that isn't the point. The point is that our audience, our own particular large share of the enormous general public, liked it. They loved it. Much to our delight, we were flooded with letters congratulating us for publishing it.

Then we started publication of a series of stories of the Basque country by Dorothy Canfield which Miss Canfield told us other magazines would not publish because "American readers are not interested in stories of a foreign country." But American readers were—at least our own two million and more American readers were. This series was eminently successful with us. (Last fall these stories appeared in book form under the title "Basque People" and received the enthusiastic praise of critics.)

Our next plunge into the deep, deep sea was with a story by a new writer, Gordon Morris, called "Mothers of Men." The scene was laid entirely in the cell of a man condemned to death, and he did die, too. No last minute reprieve. Mr. Morris, later, confessed this story had been rejected thirty-two times. But, gray as its setting was, the story had beauty and spirituality and a profound emotional quality. And again our readers tossed their caps and yelled approval. Another outstanding hit for an extraordinarily unusual story.

Then last October, we went completely haywire and published a long story in verse,

extremely long and extremely tragic in its denouement, "Forsaking All Others," by Alice Duer Miller. Mrs. Miller's regular markets would have none of it. That's how we happened to get it and immediately succumbed to its power and artistry. "Can we do something crazy and publish it?" I asked the publishers. And they, or at least one of them, said, "Yes, it's a good idea to do something crazy once in awhile." So we did. And scored our biggest success to date. You never read such fervid letters of praise. Six months later, people are still writing in about it. This is from a letter received yesterday: "I'm sorry I've delayed so long in expressing my complete satisfaction that so fine a thing has been written and also the heights to which *Delineator* has risen in publishing it."

These are just a few examples of where we've taken a chance and won out. Perhaps I wouldn't be so sure of myself if it weren't true that *Delineator's* circulation, through all these little adventures in publishing, has constantly increased.

AND please understand I'm writing no brief for the tragic story but, rather, for the unusual story. We want love. We want humor. We want romance. We want above all things a varied program of fiction in each issue. Even so, I don't see why an editor should be too timid to publish even a most tragic story occasionally if the story itself, like "Mothers of Men," justifies the tragic note.

After all, timidity isn't such a praiseworthy quality either in a writer or an editor or anybody else. Somehow one can't imagine a timid writer getting very far. So I say timidity is spinach and I say—well, that's enough of that.

And now how about walking up to the Brevoort for some of those mussels *a la mariniere*? In America, it's such an unusual dish. Oh, I'm a pretty good American. As a steady diet, bring on your corned beef hash and your ham and eggs, your strawberry shortcake and your lemon meringue. But once in awhile, give me mussels *a la mariniere*. Once in awhile, I like something unusual, don't you?

POET'S HOUSE

By GOLDIE CAPERS SMITH

THIS is a poet's house,
The door is wide,
That Beauty, winging by,
May stray inside.

But once within, the latch
Is swift and strong,
That it may keep forever
Beauty's song.

WRITING HUMOR FOR RADIO

... By GODIN V. GREENE



Godin V. Greene

RADIO needs humor. The assistant chief announcer of one of Los Angeles' largest broadcasting stations recently told me that any man or woman who can produce humor conformable with station requirements and turn it out regularly, is worth money to a broadcasting organization.

The continuity writers on the staff generally find it nearly impossible to supply all of the humor desired, and, consequently, outside contributions are given careful consideration.

Generally speaking, radio likes its short humor presented in the following three forms: black-outs (short sketches with very unexpected endings), monologues, and sketches for two or three persons, running in series form but with each section an individual unit, not dependent upon the other parts for its entertainment value.

Believing that concrete examples are of more help than detailed descriptions, I am giving below a sample of each of these three forms. One point must be kept constantly in mind, however: to increase one's chances of getting on the air, it is just as important to listen carefully to the material now being used and to slant one's radio scripts for the particular station one wishes to reach, as it is for a magazine writer to study the magazines and slant his stories for the markets he wishes to sell.

A black-out may be (and generally is) written in serious vein, bringing the situation dramatically up to the point where the "tooth is pulled." Here is a typical example. It was broadcast on Saturday night, May 23, 1931, over station KHJ, Los Angeles:

RAPPING OF GAVEL

BAILIFF: Order in the court! Order in the court!

His honor, the judge!

JUDGE: Prisoner at the bar, you are charged with terrorizing your wife. Is that correct?

PRIS: Well, your honor—

JUDGE: She charges that when you come home at night, she is afraid to come in the room. Is this so?

PRIS: It's this way, your honor—

JUDGE: Furthermore, she says that you do not allow her to open her mouth—that whenever she starts to speak, you fill her with terror. Is that correct?

PRIS: Well, now, I—

JUDGE: Is it true that you keep her completely under your thumb? That you are absolute master of your household? That you keep control of all finances? That you force her to cringe—and to keep quiet in your presence?

PRIS: I'm afraid that's all true, your honor.

JUDGE: So! She's telling the truth!—Will the prisoner at the bar step into my private office for just a moment? There is something I wish to say to you in private.

PRIS: Yes, your honor.

DOOR OPENS AND CLOSES

JUDGE: Prisoner, you have admitted all those charges?

PRIS: Yes, your honor.

JUDGE: Then, my dear fellow, as one married man to another—how do you do it?

MONOLOGUES are also in demand for radio broadcasting. Listening to an early morning program, I heard a monologue that I enjoyed very much, so I sat right down and wrote one along similar lines. Within an hour or so, it was at the post office, and before I could possibly receive the letter of acceptance, which came by return mail, I listened to the monologue (much to my surprise) as it came over a "chain broadcast" that covered the entire Pacific Coast.

This single monologue developed into a series of twelve episodes, all built around the same character, which were broadcast at the rate of three each week.

One of them follows, picked at random from the twelve:

A RADIO MONOLOGUE FOR
PROFESSOR "WHAT-A-MAN" McCOBB
(The Train Episode)

Well, sir, I've jest had the dernedest time! Saved a woman's life, too! Oh, us McCobbs are great folks fer doin' things t'bring us fame. We oughta have enough medals t'reach from here t'Africa if they wuz placed side t'side.

I was comin' up Alameda Street an' saw a crowd of people standin' around the train tracks a-lookin' at somethin'. I wondered what the excitement wuz all about, so I edges me way through the crowd t'see what it wuz.

Well, sir, I'll be switched if there warden't a woman layin' across the train tracks an' tied down with a piece of rope. I looked up the track in both directions an' I'll be a foggy night if there warden't a train a-comin' lickety split. Yes, sir, the ol' iron hoss wuz aknockin' off a mile a minute an' there warden't a feller in the crowd had guts enough t'go out there an' save the maiden's life.

Well, sir, the ol' McCobb spirit came a-tearin'-right out—yes, sir, about a quart! "McCobb," sez I, "here's where you're needed an' needed bad."

Pullin' out me jackknife right quick, I rushes over to the woman, cuts the rope an' pushes her off the tracks, jest as the train goes by.

Well, sir, I wish you coulda heerd the crowd roar. They dern near had hysterics. Yes, sir, brave men're scarce these days!

There wuz one young feller in the crowd I didn't like. He thought he wuz right smart, he did. He wuz a-hidin' behind a little black box on three legs and a-windin' a crank. He kept a-hollerin', "Leave that dummy alone! Leave that dummy alone!"

The woman musta been his wife, the way he wuz callin' her names. He made me pretty golder mad. I walked right up t'him and sez, "Young feller, you oughta be ashamed o' yourself a-callin' that woman names that-a-way. I'll bet she's no dummer'n you are!"

Yes, sir, that's jest what I sez. Then I points me nose an' chin whiskers straight up and walks off. Oh, they can't put nothin' over on a McCobb! No, sir, they can't fool a McCobb!

LAST, but by no means least, an example of the sketches in series form, for two or three voices, each episode being independent of the others in entertainment value.

The episode given here was broadcast on Saturday, May 16, 1931, over the Don Lee network, KFRC, KHJ, and other associated stations:

SWITZERLAND

Announcer:

The adventures of our Around-the-world, non-flop tourists, Ebenezer Tollgate and his wife Malaria. We find them now in Switzerland, seated on the front porch of a Swiss chalet, overlooking an ice-covered lake. This lake is dotted with skaters, weaving in and out to the strains of a Swiss orchestra, playing the beautiful "Skaters' Waltz."

ORCHESTRA "BURLESQUE SKATERS' WALTZ"

MALARIA: Ebenezer, that music makes me feel the surge of youth flowing through my bones again.

EBENEZER: Yeah—I don't doubt it. And every time you feel your youth, it makes me nervous.

MALARIA: But Ebenezer—we're in Switzerland—in the Swiss Alps—why not get the most out of it?

EB: What do you want me to do—learn how to yodel?

MALARIA: No, I want to climb the Matterhorn.

EB: Malaria! You keep away from them musicians.

MALARIA: Oh, Ebenezer, you don't understand. I want to climb the mountains. Up where the icy winds caress and cool my tortured brow.

EB: Say—you leave them guide books alone, too.

MALARIA: Up where the snow never melts, and the St. Bernard dogs bring you whisky.

EB: Well—now you're gettin' me interested. Have you got a guide?

MALARIA: Only my conscience.

EB: Well, knowing you, I think we'd better hire one.

MALARIA: And I want you to get me an edelweiss.

EB: Won't a Swiss guide do just as well?

MALARIA: No, Ebenezer; you don't understand. An edelweiss is a little flower that grows half-way down cliffs.

EB: That grows half-way down—Hey! What am I supposed to do, jump off and grab it as I go by?

MALARIA: No, you let yourself down with ropes.

EB: Now listen, Malaria, I don't want to be unreasonable, but can't I go down to the village and buy you some pansies instead?

MALARIA: Ebenezer! I may be modern and all that; but I don't wear pantsies—not even on a hike.

(SKATERS' WALTZ BURLESQUE—FADES OUT GRADUALLY AND WIND MACHINE STARTS SOFTLY. SOUND OF PEOPLE WALKING ON ROCKS—)

EB (grunts a bit as he walks).

EB: How much farther is it, Guide?

GUIDE: Farther to where?

EB: Up to the top of these Alps?

GUIDE: It is many hours, yet, M'sieu.

EB: Not for me, it ain't. I'm through with this wild-goose chase right now. This is the dumbest—

MALARIA: Oh, Ebenezer, quit your kicking. Look around, and enjoy the view.

EB: I can't see any view. These darn mountains are in the way.

SOUND OF COWBELL

MALARIA: Heavens! What's that?

EB: It must be that Alpenstock you read about.

MALARIA: Alpenstock?

EB: Sure, that's the kind of stock that Swiss steaks are made out of.

MALARIA: Are there any chamois in these mountains?

EB: Nope, they're the real thing.

WALKING LOUDER AGAIN

EB: Look out, Malaria! That rock's loose! Look out!!!

ROAR OF FALLING ROCKS—THEN SHORT SILENCE

MALARIA (in distance): Alp Alp! Alp!

EB: Gosh, where is she?

GUIDE: Down picking edelweiss, I guess. Hold onto your rope!

EB: Are you all right, Malaria?

MALARIA (in distance): Yeah, if this rope don't break.

GUIDE: Pull her up—all together—careful!

SOUND OF SCRAMBLING ON ROCKS—EB GRUNTING

EB: Gimme your hand. (Grunts)—here we are.

MALARIA: Here we are nothing! I'm going home!

GUIDE: Just a moment, ma'am. Before we leave,

I want to tell you something. You are now standing on Echo Rock—the most famous spot in the world for echoes.

EB: Yeah? Let's see one.

GUIDE: All right. Listen. (*Shouts*) Hal-loooooo
(*pause—then in muffled voice*) Hal-loooooooo—
There, did you hear that?

EB: Well, for——will it work for me?

GUIDE: Of course. Try it.

EB: Yoo-hoo! Now will it answer me?

GUIDE: Sure it will. Listen.

EB: (*Muffled voice*) Yoo-hoo!—Well, I'll be jiggered.

MALARIA: Let me try it now. YOOO-hooooooo!

BASS VOICE: YOOO-hooooooo!

EB: Say, what kind of an echo is this?

GUIDE: Try calling something else.

MALARIA: All right (*shouts*) Who are you?

BASS VOICE: Who are you?

MALARIA: Where are you?

BASS VOICE: Where are you?

MALARIA: I'm up here!

BASS VOICE: Good! I'll be right up!

ORCHESTRA—"THE ALPINE MILKMAN"

LENGTH of short radio humor runs from one to five minutes broadcasting time. Payment ranges from nothing at all to \$1 per minute on the air, depending upon the station, or if over a network, the number of stations on the chain. The important thing at present, however, is getting on the air. Radio officials are agreed that television is just around the corner and that with the advent of broadcasting pictures the rates paid for radio scripts will go soaring skyward, perhaps even reaching the prices paid for motion picture scenarios.

WRITING FOR THE HEALTH MAGAZINES

... By JOHN M. GIBSON



John M. Gibson

THE growing interest in health has opened up a widening market for the wares of the free-lance journalist able to sense the needs of this particular field and supply them. The rate of payment of the better magazines of this class compares very favorably with that offered by others.

A few years ago this market was very limited, most of the material being furnished by staff members or supplied gratuitously by doctors and others who did not expect financial remuneration. That, however, was in the days when the highly technical medical journals dominated and virtually monopolized the field and the only people reading health magazines were doctors and others interested in technical articles exclusively.

Apparently there has been little diminution in the number of these journals, and most of them continue to offer the same

limited market that they offered some years ago. It is in the newer magazines, published with the frank purpose of popularizing health and competing with other magazines having a popular appeal, that the commercial writer finds his best market.

In general, the technical magazines mentioned above bear an easily recognized label. Most of them are "Journals" of one sort or another, such as the *American Journal of Anatomy*, the *American Journal of Hygiene*, the *American Journal of Surgery*, the *Journal of the American Medical Association*, etc. Much of their material consists of papers read at conventions and reports of committees.

Following is a list of the more popular health magazines, with some information regarding their requirements and rates of payment:

Arena and Strength, 2747 N. Palethorpe Street, Philadelphia, J. Mann, editor. Uses articles, preferably illustrated, based on interviews and personal experiences, on the effect of diet on health. Payment is made on publication at a variable rate.

Hygeia, 535 N. Dearborn Street, Chicago. Dr. Morris Fishbein, editor. The writer has had some pleasant dealings with Dr. Fishbein. A letter of inquiry regarding his needs brought a personal reply and resulted in several sales. Pay-

ment is made upon publication at about 1 cent a word. Unusual photographs also welcomed. Most favored length seems to be about 1500 to 2000 words.

Medical Economics, Rutherford, N. J. Harold S. Stevens, managing editor. Another good magazine to deal with. Uses articles up to 2000 words and pays about 1 cent a word. Apparently glad to answer queries. Magazine (pocket size) stresses business side of doctor's work, not medical side. Typical subjects are bookkeeping methods, bill collection, office arrangement, how doctor can best use his spare time, and doctors' hobbies.

Oral Hygiene, 1117 Wolfendale Street, N. S., Pittsburgh. Uses personality sketches and success articles on prominent dentists. Not in market for technical articles from free-lance writers. Occasionally uses articles based on patients' experiences. Pays about 1 cent a word. Editor asks to be queried before article is submitted.

Proofs, 1117 Wolfendale Street, N. S., Pittsburgh, published by publishers of *Oral Hygiene* and is devoted to the dental supply trade. Pays about 1 cent a word on acceptance. Photos used.

Trained Nurse and Hospital Review, 468 Fourth Avenue, New York. Miss Meta R. Pennock, editor-in-chief. Uses articles of about 2500 or 3000 words on subjects of interest to nurses and hospital officials. A good publication to deal with. Photos welcomed. Payment is at rate of about 1 cent a word, on publication.

Veterinary Medicine, 75 E. Wacker Drive, Chi-

cago. Uses articles of interest to veterinarians. Seldom uses material not written by a member of the veterinary profession. Rate of payment about 1 cent a word. D. M. Campbell, editor.

A limited field is offered persons who have or have had tuberculosis in writing of their experiences and those of their friends "on the cure." Articles of this kind and short-stories, usually by about 1000 or 1500 words in length, have a good chance of acceptance by *The Journal of the Outdoor Life*, 450 Seventh Avenue, New York. Dr. P. P. Jacobs, Ph.D., is editor. Contrary to information published in one or two directories, this magazine pays for material used, although the rate of payment is not as large as in the case of some other publications (usually about 1/3 cent a word). This magazine has a national circulation and is sponsored by the National Tuberculosis Association. It is well to remember certain taboos imposed. Articles and stories dealing with love affairs at a sanatorium are usually unacceptable. The appeal is, of course, not to the tuberculosis physician, but to the tuberculous individual. Cheerfulness is helpful in making a manuscript go across. The morbid, pessimistic side of illness should be avoided.

Most of the larger sanatoriums have their own publications and welcome contributions of verse, humor, fiction and articles on various phases of the disease and its treatment, and on sanatorium life generally, but they do not pay for material. Only a few have salaried editors, the majority being edited by patients.

How Long Shall I Make It?

"I have written a 35,000-word detective novel. Can you give me an idea about how many possible chances I have of marketing it, and where to send the manuscript?"

OFFHAND, it would appear that a story of this length must stand a fairly good chance. However, a glance through THE AUTHOR & JOURNALIST'S *Handy Market List* reveals the surprising fact that there are just three straight detective markets in the pulp-paper field open to stories of this length. They are *Detective Story Magazine*, *Detective Fiction Weekly* (the largest of all users of detective fiction, it is true), and *Complete Detective Novel*. Aside from these, there are a few possible chances among the general adventure publications, and three more among the racketeer-gangster periodicals. The author could not have chosen a word-length for which fewer openings exist in the detective-story field.

What, then, are the popular lengths?

To answer this question, THE AUTHOR & JOURNALIST has undertaken a survey of the pulp-paper markets, with a view to ascertaining just what word-lengths in long fiction are in greatest demand. The tabulated information undoubtedly will prove handy as a quick reference chart. For it is undeniable that the present specialized magazines are in many cases as rigid in their length requirements as they are in their specifications as to the type of hero, locale, and action tempo.

The survey need not be extended to short-stories. It can be stated quite definitely that an adult short-story around 5000 words in length more nearly fits the majority of markets than any other. This applies to the smooth-paper field as well as to the pulps. In longer fiction, the smooth-paper markets lean toward full novel lengths but are not rigid in their requirements. It is in the pulps, with their various standard novelette or complete novel lengths, that care in respect to length becomes essential.

The accompanying tabulation reveals, apparently, that the greatest demand, taking all the pulp-paper magazines together, is for novelettes of the shorter 10,000 to 12,000-word length. Closely following in popularity is the 15,000-word length. The length least in favor seems to be 30,000 words.

However, the writer of Western-action fiction would find 30,000 words a favorable length, equaling the 10,000-word length in popularity and trailing only one market behind the length most in demand, which is 25,000 words.

For a detective novelette, 12,000 words seems to be best, with 10,000 or 15,000 words next in favor. In the general adventure field 10,000 and 12,000-word lengths find the widest market.

These general adventure magazines, of course, furnish additional outlets for material in which several of the other groups specialize, and there is a degree of overlapping between the Western and the Western Romance, and also between the Detective and the Gangster markets, and the Sex and Love-story markets.

With this in mind, and also the fact that changes in policy, suspensions of old markets and launching of new, are of frequent occurrence, the pulp-paper writer should find this chart both convenient and suggestive. He will waste no time, for example in writing an air-war story of 35,000 words, for which no market seemingly exists. If he (or she) writes the pulp-paper type of love story, he will do well to select either the 10,000 or the 30,000-word length, for which there is the maximum demand, rather than 15,000, for which there is seemingly no call, and he will avoid word lengths of 12,000, 20,000, or 35,000, for which only one open market apiece seems to exist.

Magazines using novels of 40,000 words or more usually run them as serials and will consider them up to 60,000 words or longer.

Tabulation of Length Requirements in the Pulp-Paper Long Fiction Field

		GENERAL ADVENTURE						
		Thousands of Words						
		10	12	15	20	25	30	35 Longer
Adventure	x	x	x		x			x
Argosy	x	x	x	x				x
Black Aces	x	x						
Blue Book	x	x	x	x	x	x	x	x
Complete Adventure								
Novelettes						x	x	x
Complete Stories	x	x	x	x	x	x	x	x
Five Novels Monthly						x		
Popular Fiction	x	x	x	x				
Short Stories	x	x				x	x	x
Top Notch	x	x	x				x	x
Totals	8	8	6	4	6	5	5	6

		WESTERN						
		Thousands of Words						
		10	12	15	20	25	30	35 Longer
Ace High						x		
Ace High Novels						x	x	
Action Novels	x				x	x	x	
Action Stories	x	x						
All Western	x				x			x
Lariat Story							x	x
Outlaws of the West	x	x	x	x	x	x		
Triple-X Western						x	x	
West	x					x	x	x
Western Story	x	x	x	x	x	x	x	x
Wild West Stories								
and Complete Novel								x
Wild West Weekly	x	x						
Totals	6	4	3	5	7	6	3	5

WESTERN ROMANCE

		Thousands of Words						
		10	12	15	20	25	30	35 Longer
Complete Western		10						
Love Novelettes						x	x	x
Far West Romances				x	x			x
Ranch Romances							x	x
Rangeland Love Story	x						x	x
Western Love Stories	x	x	x	x				
Western Romances	x	x	x	x				
Western Trails	x	x	x					
Totals	4	3	4	4	3	3	4	3

DETECTIVE

		Thousands of Words						
		10	12	15	20	25	30	35 Longer
All-Star Detective			x	x				
Black Mask	x	x	x					
Clues					x	x	x	
Complete Detective								
Novel								x
Complete Mystery								
Novelettes						x	x	x
Detective Dragnet	x	x	x					
Detective Fiction								
Weekly	x	x	x	x	x	x	x	x
Detective Story	x	x	x	x	x	x	x	x
Dime Detective	x	x	x					
Illustrated Detective	x							
Real Detective	x	x	x					
Totals	7	8	7	4	4	4	3	5

GANGSTER

		Thousands of Words						
		10	12	15	20	25	30	35 Longer
Gang World	x	x	x					
Complete Gang Novel								x
Gangster Stories	x	x	x	x	x	x	x	x
Gun Molls	x	x	x	x		x	x	x
Racketeer & Gangland	x	x	x	x	x	x	x	x
Underworld	x	x	x	x				
Totals	5	5	5	3	3	4	3	4

WAR AND AIR-WAR

		Thousands of Words						
		10	12	15	20	25	30	35 Longer
Aces			x	x	x	x	x	
Battle Aces	x	x	x					
Battle Stories				x				
Daredevil Aces				x				
Flying Aces	x	x	x	x				
Sky Birds	x	x	x	x				
War Aces			x	x	x			
War Birds			x	x	x			
Wings			x	x	x	x		
Totals	3	8	9	6	4	2		

SCIENCE FICTION

		Thousands of Words						
		10	12	15	20	25	30	35 Longer
Amazing Stories	x	x	x	x	x	x	x	x
Astounding Stories					x			
Wonder Stories	x	x	x	x	x	x	x	x
Totals	2	2	2	2	3	2	2	3

LOVE STORY

		Thousands of Words						
		10	12	15	20	25	30	35 Longer
All Story	x	x						
Illustrated Love						x	x	
Love Mirror	x				x	x	x	
Love Story	x						x	x
Totals	3	1		1	2	3	1	2

SEX

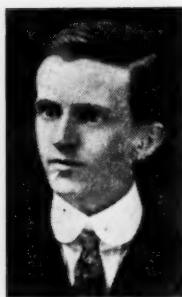
		Thousands of Words						
		10	12	15	20	25	30	35 Longer
Breezy Stories			x	x				
Spicy Stories	x							
Young's			x	x				
Totals	1	2	2					

MISCELLANEOUS

		Thousands of Words						
		10	12	15	20	25	30	35 Longer
Oriental Stories	x	x	x					
Railroad Stories	x	x	x	x	x	x	x	x
Sport Story	x	x						
Weird Tales	x	x	x	x	x	x	x	x
Totals	4	4	3	2	2	2	2	3
Totals—All Groups	43	45	41	31	34	31	23	31

MAKE THEM BUY IT

... By LESLIE E. DUNKIN



Leslie E. Dunkin

SOME declare it cannot be done, but it can. I have done it and so have many others. Even though their manuscript drawers are already running over with accepted material awaiting publication, they cannot resist buying yours, *if it hits the bull's-eye*. This applies to fiction, articles, or any other form of writing.

The following letter was sent to me by the editor of a highly specialized publication. Almost every sentence of this personal letter from this busy editor drives home a valuable point for the writer who wants to hit the bull's-eye.

"Dear Mr. Dunkin: I ought not to do it, but I am going to accept your article on _____." You see, I have a mass of material on hand, but *one likes his own ideas*. You have said so many things of which I approve, which possibly I have said at one time or another, that I can't help liking your article. Now I am not accusing you of plagiarism, but you have put together quite a number of persuasive sentences. I will put your article where it will be used, not immediately, but when I can get to it. This, of course, with your consent."

This editor struck the key-note to making an editor buy the manuscript, when he wrote, "one likes his own ideas." Several years ago I became acquainted with this publication through a suggestion from a "market tip" in THE AUTHOR & JOURNALIST. Since then I have had it coming regularly to my desk so that I can study it carefully to know what the ideas of the editor are. The articles, stories, and the few brief editorials are taken into consideration. The type of material featured is noticed. I do not overlook even the advertisements. They give the writer a key to what have to be the editor's own ideas. With this up-to-date information at hand I have never had a rejection from this editor and I submit material quite regularly to him. I know how to hit the bull's-eye. I know what will make my man-

uscript even touch the outer line of that "eye," so I carefully avoid that, for I want to ring the bell every time.

This sentence: "—you have put together quit a number of persuasive sentences," reveals the editor's desire for condensed, careful sentences. No editor—fiction or non-fiction—looks with favor upon padding to gain a large number of words so that the amount of the check will be high. I have found that 500 words, all carefully chosen and forcefully to the point, will bring me a larger check than 1000 words that have been built up to this desired length.

A recent experience with a juvenile publication gave me a valuable tip on this. I had in process of construction a six-chapter serial, when a letter came from the editor of this publication asking for a short-story of around 2500 or possibly 3000 words. I tried to think of something to write, but my mind was on the serial. Finally, in a desperate attempt to satisfy this voluntary request for a story, I compressed the six-chapter serial into a short-story of 3000 words and it went across with the editor with a great bang. A personal letter complimented me on the force and strength of the story. No padding at all!

Finally, the last two sentences in the letter give a valuable suggestion—courteous consideration between the writer and the editor. I have found that it pays to place courteous confidence in all editors until they positively prove themselves to be undeserving. Then all I need to do is to turn my writing market dial to another publication on my writing radio without having any open break with the one editor.

These suggestions, it seems to me, have double force in these times of de—well, you can finish the word yourself. Many editors nowadays are looking for an excuse to reject, rather than to accept. Their manuscript files are loaded. How much more necessary it is, then, to submit material that hits the bull's-eye right in the center and makes them buy it.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

JUNE, 1932

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q., quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Ind. indicates indefinite rates. Inc. indicates that our data on payment is incomplete. Editor's name is given in most cases.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

Aces, 420 E. 42d St., New York. (M-20) War-air novellettes on Western front 12,000 to 30,000; verse. John F. Byrne. 1c up, Acc.

Action Novels, 220 E. 42d St., New York. (Bi-M-20) Western, adventure novellettes 10,000, novels 20,000 to 30,000, American hero. John F. Byrne. 1c up, Acc.

Action Stories, 220 E. 42d St., New York. (M-20) Western and adventure short-stories 4000 to 6000, novelettes 10,000 to 12,000; verse. John F. Byrne. 1c up, Acc.

Adventure, 161 6th Ave., New York. (2M-25) Adventure, Western, sea, foreign short-stories up to 7000, novelettes 15,000, serials, fillers up to 2000, adventure articles, verse. A. A. Proctor. Good rates, Acc.

All-Story, 280 Broadway, New York. (2M-15) Melodramatic, thrilling love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 12,000, serials up to 40,000; rhymed verse up to page length. Amita Fairgrieve. Good rates, Acc.

All Western, 100 5th Ave., New York. (M-10) "Different," authentic Western short-stories 5000, novelettes 10,000, novels 20,000. Features, special articles on West, photos. No love interest. C. W. Mowre. Good rates, Acc.

American Magazine, The, 250 Park Ave., New York. (M-25) Short-stories 3500 to 5000, serials 45,000 to 60,000, illustrated personality sketches, 1000 to 1500, human-interest articles, dramatic stories of achievement 3500 to 5000. Summer N. Blossom. First-class rates, Acc.

American Mercury, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.

Argosy, 280 Broadway, New York. (W-10) Action fiction, all types except love or feminine lead, short-stories 1000 to 7000, novelettes 10,000 to 20,000, serials up to 60,000 (installments of 10,000), prose fillers 100 to 400. Don W. Moore. 1½c up, Acc.

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

Battle Aces, 205 E. 42d St., New York. (M-20) Air-war short-stories 5000 to 10,000, novelettes up to 15,000. Harry Steeger. 1c up, Acc.

Battle Stories, 529 S. 7th St., Minneapolis, Minn. (M-20) War short-stories up to 5000, novelettes 12,000 to 15,000. Ballad verse up to 32 lines. True first-person front-line experience stories. Capt. Roscoe Fawcett, Jack Smalley. 1½c up, poetry 25c line, Acc.

Black Aces, 220 E. 42d St., New York. (M-20) Lone wolf, gentleman-adventurer short-stories 6000, novelettes 10,000 to 13,000, modern settings. J. F. Byrne. Good rates, Acc.

Black Mask, 578 Madison Ave., New York. (M-20) Detective, Western, border, adventure short-stories 4000 to 6000, novelettes up to 15,000. Joseph T. Shaw. Good rates, Acc.

Blade and Ledger, 510 N. Dearborn St., Chicago. (M25) Romantic, adventure short-stories, small-town background, 1000 to 3500. Wm. Fleming French. 1½ to 5c, Acc. (Overstocked.)

Blue Book, 230 Park Ave., New York. (M-25) Western, mystery, adventure, short-stories, novelettes. True-experience prize contests. Donald Kennicott. 2c up, Acc.

Breezy Stories, 1071 6th Ave., New York. (M-20) Sex short-stories, 2500 to 6000, novelettes 12,000 to 15,000; light verse. Cashel Pomerey. 1c, verse 25c line, Acc.

Calgary Eye-Opener, 602 McKee Bldg., Minneapolis. (M-25) Brief humorous, dramatic, risqué material. E. A. Sumner. Gags, jokes, epigrams up to 150, \$1; verse up to 48 lines, 10 to 25c line; cartoons \$2 up, Acc.

Canadian Home Journal, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials, articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.

Chatelaine, The, 143 University Ave., Toronto, Ont., Canada. (M-10) Articles of Canadian woman interest up to 2000, short-stories 3500 to 5000, 2 to 4-part serials. Byrne Hope Sanders. 1c up, Acc.

College Humor, 1050 N. La Salle St., Chicago. (M-35) Youthful modern short-stories up to 8000, novelettes, serials, general and sport articles, college-interest; sketches, jokes, humorous essays; gay verse, epigrams, art work. H. N. Swanson. First-class rates, jokes \$1, verse 50c line, Acc.

College Life, 570 7th Ave., New York. (M-25) Swift-moving, realistic short-stories, collegiate background, sex interest, 3000 to 6000; novelettes 9000, short-stories 1000, collegiate articles 1200, humorous 4 to 6 line verse, jokes, editorials 300. N. L. Pines. 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.

Collier's, 250 Park Ave., New York. (M-5) Short-stories up to 5000, serials up to 60,000; articles on popular questions of the day 3500 to 5000, editorials, short short-stories. Wm. L. Chenery. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.

Complete Detective Novel Magazine, 350 Hudson St., New York. (M-25) Detective short-stories 1000 to 8000, novels 40,000 to 75,000, true tales of detective work 1000 to 2500. 1c, Acc.

Complete Stories, 79 7th Ave., New York. (M-15) Adventure, Western short-stories, novelettes up to 50,000, verse. E. C. Richards. 1½ to 2c, Acc. (Overstocked.)

Cosmopolitan, 959 8th Ave., New York. (M-25) Short-stories 3000 to 6000; short-stories 1000 to 1500; articles of national import. 2000 to 4000. Stocked up on serials. Harry Payne Burton. First-class rates, Acc.

Country Gentlemen, The, Independence Sq., Philadelphia. (M-5) Short-stories 3500 to 5500, serials, articles of interest to rural readers; humorous sketches, jokes, agricultural and household articles. Miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

D. A. C. News, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class rates, Acc.

Daredevil Aces, 205 E. 42d St., New York. (M) Thrilling air short-stories 5000, novelettes 15,000. Harry Steeger. Good rates, Acc.

Delineator, 161 6th Ave., New York. (M-10) Dramatic, human short-stories 5000, serials, articles. Oscar Graeve. First-class rates, Acc.

Detective Fiction Weekly, 280 Broadway, New York. (W-10) Detective, crime, underworld, mystery short-stories 2000 to 8000, novelettes 12,000 to 20,000, serials. Fact stories of murder mysteries. Howard V. Bloomfield. 1½c up, Acc.

Detective Story Magazine, 79 7th Ave., New York. (W-10) Swift-moving action detective short-stories 2500 to 5000, novelettes 10,000 to 30,000, serials up to 80,000, 12,000-word installments, articles on crime, etc., 300 to 2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.

Time Detective Magazine, 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, novelettes 10,000 to 15,000. Harry Steeger. 1c up, Acc.

Dream World, 1926 Broadway, New York. (M-15) First person confession type short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.

Elks Magazine, 50 E. 42d St., New York. (M-20) Articles, short-stories up to 5000, serials up to 50,000. Short short-stories. Joseph T. Fanning; Bruce McClure, Mng. Ed. First-class rates, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse. F. W. Beckman, Mng. Ed. 1c up, Acc. (Overstocked.)

Far West Romances, 79 7th Ave., New York. (M-15) Western love short-stories 5000 to 6000, novelettes 15,000 to 25,000, serials 36,000 to 80,000, installments of 12,000. Dorothy C. Hubbard. Good rates, Acc.

Film Fun, 100 5th Ave., New York. (M-20) Collegiate jokes, quips, epigrams up to 300, humorous verse. Lester Grady. Short text 3c word up; verse 50c up line; jokes, quips \$1.50 to \$3, Acc.

Foreign Service, Memorial Bldg., Kansas City, Mo. (M) Short-stories, articles of interest to overseas men up to 2500. Illustrations. Barney Yanofsky. 2c up, Acc.

Forum, 441 Lexington Ave., New York. (M-25) Controversial articles, essays, "first" short-stories 2000 to 3000, serials. Henry Goddard Leach. Good rates, Acc.

Good Housekeeping, 56th St. and 8th Ave., New York. (M-25) Young love short-stories up to 6000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.

Harper's Bazaar, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases. Does not encourage contributions. Arthur H. Samuels. Good rates, Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human interest articles, essays, short-stories 4000 to 7000, serials up to 60,000, verse, high literary standard. Lee F. Hartman. First-class rates, Acc.

Holland's, The Magazine of the South, Main and Race Sts., Dallas, Texas. (M-10) Articles of interest to South 2500 to 3000, short-stories 4000 to 6000, serials 30,000 to 80,000; verse up to 24 lines, children's stories. F. P. Holland. 1½c up, photos \$2 up, Acc.

Home Magazine, The, 55 5th Ave., New York. (M-10) Domestic and love short-stories 1000 to 2000, home service articles 1500, first-person true life dramas. 3c, Acc.

Hoovey, Sexton Bldg., Minneapolis, Minn. (M-15) Sophisticated cartoons, parody advertisements, ideas for cartoons. Jack Smalley. Good rates, Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories under 1000, also 2500 to 5000, serials 30,000 to 50,000, verse usually under 20 lines, hints. Nelson Antrim Crawford 2c up, verse 50c line, Acc.

Illustrated Detective Magazine, 55 5th Ave., New York. (M-10) Detective novelettes 12,000, short-stories 1500 to 3000; strong love interest desirable, short crime stories with photos. 3c, Acc.

Illustrated Love Magazine, 55 5th Ave., New York. (M-10) Love short-stories up to 4000, serials 25,000 to 30,000, articles on love and social problems of young people. Elsie K. Frank. 3c up, Acc.

Independent Woman, The, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems, social settlement 1200 to 2000, verse 2 to 5 stanzas, woman angle. Winifred Willson. \$10 to \$35, verse \$2 or \$3, Acc.

Ladies' Home Journal, Independence Sq., Philadelphia. (M-10) Articles 750 to 5000; short-stories 1500 to 7000, serials, short lyric or humorous verse. Loring A. Schuler. First-class rates, Acc.

Lariat Story Magazine, The, 220 E. 42d St., New York. (M-20) Cowboy short-stories 4000 to 6000, novels 30,000, serials 30,000 to 45,000, verse. J. F. Byrne. 1c up, Acc.

Liberty, 1926 Broadway, New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000, timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc. Short-stories under 2000, \$100 to \$500 each.

Life, 60 E. 42d St., New York. (M-15) Humor in verse, skits, epigrams, sketches. Geo. T. Eggleston. First-class rates, jokes up to \$5, Acc.

Love Mirror, 8 W. 40th St., New York. (M-10) Emotional love short-stories 3500 to 10,000, novelettes 20,000 to 30,000, love adventure or semi-confessional. Hope Hale. Good rates, Acc.

Love Story Magazine, 79 7th Ave., New York. (W-15) Thoroughly modern love short-stories 3500 to 5000, novelettes 10,000; 2 to 4-part serials, installments 7500 to 10,000, verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, 143 University Ave., Toronto, Ont., Canada. (2-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Master Detective, The, 1926 Broadway, New York. (M-15) True detective and crime stories, outstanding cases, illustrated by photos, with official by-line. Bert Bowden. 2c, extra for photos, Acc.

McCall's Magazine, 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500 to 7000, serials. Otis L. Wiese. First-class rates, Acc.

Modern Romances, 100 5th Ave., New York. (M-10) True confession short-stories up to 5000; novelettes and serials by order. Lyon Mearson. 2c, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Authoritative illustrated, usually on assignment, travel articles. Gilbert Grosvenor. First-class rates, Acc.

New Yorker, The, 25 W. 45th St., New York. (W-15) Humorous, satirical articles, sketches up to 2000; clever verse, fillers. Good rates, Acc.

Parents' Magazine, The, 114 E. 32d St., New York. (M-25) Articles on family relationships, child care, etc. 2500 to 3000; jokes, pointers for parents. Clara Savage Littledale. 1c up, Acc.; jokes \$1, Pub.

Pennac, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up, Acc.

Physical Culture, 1926 Broadway, New York. (M-10) Dramatic, love, problem short-stories, serials. Health articles. Sheppard Butler. Good rates, photos \$3 to \$5, Acc.

Pictorial Review, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. T. Von Ziehrsch First-class rates, Acc.

Railroad Stories, 280 Broadway, New York. (M-15) Railroad short-stories, novelettes, serials, 1500 to 65,000, railroad verse up to 28 lines. Sensational true tales 500 to 1500. Freeman H. Hubbard. 1½c up, verse 25c line, Acc.

Real Detective, 1050 N. LaSalle St., Chicago. (M-25) True illustrated crime stories 1000 to 15,000; detective-mystery short-stories 1000 to 6000, novelettes 15,000 to 20,000. Edwin Baird. 1 to 2c, photos \$3, Acc.

Real Love Magazine, 79 7th Ave., New York. (M-10) Confession type first-person love stories 3000 to 4500. Daisy Bacon. Good rates, Acc.

Redbook, 230 Park Ave., New York. (M-25) Short-stories, serials, feature articles. Edwin Balmer. First-class rates, Acc.

Reall Magazine, The, 43 Leon St., Boston. (M) Romantic confession short-stories 2500 to 3200; verse up to 8 lines. Marguerite Wettlin. 1c, Acc. (Overstocked.)

Rotarian, The, 211 W. Wacker Drive, Chicago. (M-25) Gripping, human-interest articles, essays, short-stories 1500 to 1800, verse. Emerson Gause. First-class rates, Acc.

Saturday Evening Post, The, Independence Sq., Philadelphia. (W-5) Articles on timely topics 4000 to 5000, short-stories 5000 to 7000, serials up to 90,000; humorous verse, skits. Geo. Horace Lorimer. First-class rates, Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Critical and interpretive articles 1000 to 5000; short-stories up to 5000; novelettes 15,000 to 35,000; little verse. Alfred Dashiell, Mng. Ed. Good rates. (Overstocked.)

Screen Humor, 305 E. 46th St., New York. (M) Jokes, skits. \$1 and up, Acc.

Shadow Detective Monthly, The, 79 7th Ave., New York. (M-10) Action detective short-stories 1500 to 5000. Lon Murray. 1c, Acc.

Short Stories, Garden City, New York. (2-M-25) Adventure short-stories up to 6000, novelettes 10,000 to 12,000, complete novels 25,000 to 60,000, outdoor fillers 50 to 500. Roy de S. Horn. Good rates, Acc.

Smokehouse Monthly, 529 S. 7th St., Minneapolis, Minn. (M-25) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. W. H. Fawcett. Jokes \$1 to \$5, verse 25c line, Acc.

Snappy Magazine, 570 7th Ave., New York. (M) Short snappy, sexy stories 1000 to 2500, 3-part serials 7500 to 9000. Alexander Samalman. 1c, Acc.

Sport Story Magazine, 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000, novelettes up to 12,000, (query on serials); controversial articles, life stories 2500 to 4000. Ronald Oliphant. Good rates, Acc.

Spur, The, 515 Madison Ave., New York. (2M-50) Articles on sport, travel, art, personalities, usually on assignment. H. S. Adams. Good rates, Acc.

Star Novels, Garden City, N. Y. (Q-25) Adventure and mystery novels, usually by arrangement. R. De S. Horne. Good rates, Acc.

Startling Detective Adventures, 529 S. 7th St., Minneapolis, Minn. (M) True detective stories, solved cases, under official by-line 4000, occasionally longer; photos essential. Leonard W. Diegre. 1½¢ up, photos \$3 up, Acc. Submit synopsis first.

Top-Notch Magazine, 79 7th Ave., New York. (2M-15) Outdoor adventure short-stories, American setting, up to 6000, novelettes 10,000 to 15,000, serials 28,000 to 48,000; verse up to 32 lines; short short-stories up to 2000. Ronald Oliphant. Good rates, Acc.

Triple-X-Western, 529 S. 7th St., Minneapolis, Minn. (M-20) Western short-stories up to 6000, novelettes 20,000 to 25,000. Capt. Roscoe Fawcett; Jack Smalley. 1½¢, Acc.

True Confessions, 529 S. 7th St., Minneapolis, Minn. (M-25) First-person, confession short-stories up to 4500 serials up to 15,000; articles on marriage, divorce; short love poems. Hazel Berge. 2c, verse 25c line, Acc.

True Detective Mysteries, 1926 Broadway, New York. (M-25) True detective, crime stories with actual photos, under official by-line, 2000 to 7000, serials 15,000 to 40,000. John Shuttleworth. 2c, Acc.

True Romances, 1926 Broadway, New York. (M-25) True, confessional, first-person short-stories 1000 to 8000, true-story serials 30,000 to 60,000. 2c, Acc.

True Story Magazine, 1926 Broadway, New York. (M-25) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer, 2c; jokes, \$2 up, Acc.

Vanity Fair, 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life 500 to 2000; light vers de societe, jokes on social themes. F. W. Crowninshield. 5c up, verse \$1 line, jokes \$5 to \$10, Acc.

Vogue, 420 Lexington Ave., New York. (2M-35) Articles on modes, travel; fashionable life angles, society photos. Edna W. Chase. \$50 to \$150 per article, Acc.

War Aces, 100 5th Ave., New York. (M-20) Air-war action short-stories up to 6000, novelettes up to 14,000, novels up to 25,000; articles on air-war topics 5000, photos. C. W. Mowre. Good rates, Acc.

War Birds, 100 5th Ave., New York. (M-20) Western front air-war short-stories 3000 to 6000, novelettes up to 14,000, novels up to 25,000, feature articles up to 5000; fact items 200. Carson W. Mowre. Good rates, Acc.

West, Garden City, New York. (2M-20) Western and Northern adventure short-stories 2000 to 6000, novelettes 10,000, novels 25,000, serials up to 75,000; romantic interest desirable; verse up to 50 lines. Roy de S. Horn. Good rates, verse 25c line, jokes \$2.50, Acc.

Western Romances, 100 5th Ave., New York. (M-20) Romantic Western action short-stories up to 7000, novels up to 25,000, verse 8 to 16 lines; fillers 200 to 300. Carson W. Mowre. 1c up, verse 25c, Acc.

Western Story Magazine, 79 7th Ave., New York. (W-15) Western short-stories up to 5000, novelettes up to 25,000, serials 12,000-word installments; articles on old West up to 2500; verse. F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

Whiz Bang, 529 S. 7th St., Minneapolis, Minn. (M-25) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. W. H. Fawcett. Jokes \$1 to \$5, verse 25c line, Acc.

Wild West Stories and Complete Novel Magazine, 350 Hudson St., New York. (M-25) Western short-stories 1000 to 8000, novels 40,000 to 75,000, articles up to 6000. 1c, Acc.

Wild West Weekly, 79 7th Ave., New York. (W-15) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

Wings, 220 E. 42d St., New York. (M-20) War-air novelettes, Western front, 12,000 to 30,000; verse. J. F. Byrne. 1c up, Acc.

Woman's Home Companion, 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 4223 W. Lake St., Chicago. (M-15) Articles on women's interests 1000 to 2000; adventure, humor and romance in short-stories 1500 to 5500, serials 40,000 to 50,000, short verse, jokes. Cora F. Sanders. Good rates, Acc.

Young's Magazine, 1071 6th Ave., New York. (M-20) Sex short-stories 2000 to 6000, novelettes 12,000 to 15,000. Cashel Pomeroy. 1c, Acc.

Young Men, 347 Madison Ave., New York. (M-20) Y. M. C. A. publication. Articles on life problems, young men's interests. Query. F. G. Weaver. 1c up, Acc.

LIST B

General periodicals which ordinarily pay less than 1 cent a word, or pay on publication, or which are chronically overstocked, or which offer a very limited market, or concerning which no definite information has been obtainable.

Abbott's Monthly, 3435 Indiana Ave., Chicago. (M-25) Negro short-stories 1500 to 3000, features, verse. Lucius C. Harper. ½¢, Pub. (Slow.)

Ace-High, 155 E. 44th St., New York. (M-20) Western adventure, sport, short-stories 3500 to 6500, novelettes 25,000, 4-part serials 40,000. W. M. Clayton; H. A. McComas. 2c up, Pub. (Out of market till fall.)

Ace High Novels, 155 E. 44th St., New York. (M-20) Western, Northern, action novelettes 25,000 to 30,000; North American setting, American hero, modern times, slight woman interest. H. A. McComas. Good rates, Pub.

All Star Detective Stories, 155 E. 44th St., New York. (Bi-M-20) Fast action detective short-stories 3000 to 6000; novelettes 10,000 to 15,000. Carl Happel. 2c up, Pub.

Amazing Stories (also Amazing Stories Quarterly), 350 Hudson St., New York. (M-25) Short-stories based on science 5000 to 20,000 words, novelettes 20,000 to 50,000. Scientific verse up to 40 lines. ½¢ up, verse 25c line, Pub.

American Beauty, 152 W. 42d St., New York. (M-25) Articles on beauty 1400. Henrietta Holston. 1c, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.

American Hebrew, 71 W. 47th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes, serials. Louis Rittenberg. ½¢ up, photos \$1 up, Pub.

American Legion Monthly, 521 5th Ave., New York. (M-25) Closed market. J. T. Winterich.

American Monthly, 331 4th Ave., New York. (M-25) Articles on international policies 2000 to 4000. D. Maier. Ind.

American Weekly, The, 9 E. 40th St., New York. (M-25) Hearst newspaper feature section. Topical feature articles, illustrated. Morrill Goddard. Ind., Acc.

Asia, 468 4th Ave., New York. (M-35) Interpretive articles on oriental life and thought, Russia, Africa included. Marietta Neff, Gertrude Emerson. Fair rates, Pub.

Astounding Stories, 155 E. 44th St., New York. (Bi-M-20) Fantastic, pseudo-scientific short-stories up to 8000, novelettes 25,000, 3 or 4-part serials 45,000 and 60,000. Harry Bates. 2c up, Pub.

Ballyhoo, 100 5th Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.

Best Detective Magazine, 79 7th Ave., New York. (M) Not in the market. F. E. Blackwell.

B'nai B'rith Magazine, 70 Electric Bldg., Cincinnati, Ohio. (M) Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

Bookman, The, 386 4th Ave., New York. (M-40) Literary, critical articles, essays. Seward Collins. Low rates, Acc.

Bozart and Contemporary Verse, Oglethorpe University, Ga. (Bi-M-40) Distinctive poetry, book reviews. Prizes

Bridge Magazine, 540 N. Michigan Ave., Chicago. (M-35) Bridge material, sophisticated verse, jokes. Chas. True Adams, Milton S. Work. No payment.

Bridge World, 570 Lexington Ave., New York. (M-35) Bridge miscellany. No payment.

Broadway and Hollywood "Movies", 101 W. 31st St., New York. (M) Clever, snappy, humorous drawings, with or without gags. W. W. Hubbard. Fair rates, Pub.

Bunk, 155 E. 44th St., New York. (M-15) Cartoons with gags. W. M. Clayton. Inc.

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Acc.

Chicagoan, The, 407 S. Dearborn St., Chicago. (M-35) Sophisticated, humorous articles, essays 1000 to 2000. Wm. R. Weaver. 2c, Pub. (Overstocked.)

Child Welfare Magazine, 1201 16th St., N. W., Washington, D. C. (M-10) Articles on child care, training, up to 2000. Martha Sprague Mason. ½c, Acc.

Christian Science Monitor, The, 107 Falmouth St., Boston. (D-5) Sketches, essays, articles 750 to 1500; verse, miscellany. Juvenile fiction, articles. \$10 column, verse 35 to 50c line, Acc.

Circus Scrap Book, The, 41 Woodlawn Ave., Jersey City, N. J. (Q-35) Circus history, lives of circus performers, scrap books, clippings, news items, photos dealing with the circus prior to 1900. F. P. Pitzer. ½c up, Acc.

Clues, 155 E. 44th St., New York. (M-20) Detective, crime short-stories 3000 to 6000, novelettes 20,000 to 30,000, serials 40,000 to 60,000. W. M. Clayton, Carl Happel. 2c up, Pub.

Comfort, Augusta, Me. (M-5) Not in market. V. V. Detwiler.

Complete Gang Novel Magazine, 570 7th Ave., New York. (M) Underworld novels. Harold Hersey. Up to 1c, Pub.

Complete (Western Love, Mystery, Adventure) Novelties, 155 E. 44th St., New York. (M-20) Alternates the three titles, using material of types indicated. John Burr. Good rates, Pub.

Coo-Coo, 602 McKee Bldg., Minneapolis. (M-10) Cartoon ideas, gags, etc. E. A. Summer. Ideas \$1, cartoons \$2 up, jokes, epigrams, etc., \$1, Acc.

Cowboy Stories, 155 E. 44th St., New York. (Bi-M-20) W. M. Clayton; H. A. McComas. Not in market at present.

Current History, 229 W. 43d St., New York. (M-25) Authoritative articles on political, economic, social, cultural events, developments in America and abroad, 3000 to 4000. 2c up, Pub.

Detective-Dragnet, 67 W. 44th St., New York. (M-15) Modern detective adventures, woman interest; short-stories 4000 to 6000, novelettes up to 15,000. A. A. Wyn. 1 to 2c, Pub.

Everyday Life, 337 W. Madison Ave., Chicago. (M) Love, mystery, humorous short-stories 1500 to 2500. A. E. Swett. Up to ½c, Acc. or Pub.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordon-Smith. \$4 column, Pub.

Five Novels Monthly, 155 E. 44th St., New York. (M-25) Western, adventure, sport, mystery, romantic novels 25,000, strong love interest essential. W. M. Clayton; John Burr. 2c up, Pub.

Flying Aces, 67 W. 44th St., New York. (M-20) Air and air-war short-stories 3000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Fortune, 135 E. 42d St., New York. (M-\$1) Staff-written or ordered articles on industry. Rates by arrangement.

Game & Gossip, 676 S. Lafayette Park Pl., Los Angeles. (M-35) Illustrated articles on amateur sport, personalities, Pacific Coast locale, up to 1500; sport and society photos. J. Allen Boone. \$15 to \$25 per article, photos \$1 to \$3, Pub.

Gangster Stories, 570 7th Ave., New York. (M-25) Gangster short-stories, novelettes, serials. Harold Hersey. 1 to 2c, Pub.

Gang World, 205 E. 42d St., New York. (M-20) Underworld, crime short-stories 4000 to 8000, novelettes 10,000 to 16,000, fillers 100 to 300. J. W. Mithoefer. 1c up, Pub.

Gay Parisienne, 1025 Longacre Bldg., New York. (M) Sex fiction, French locale. Marianne Marie. ½c, verse 15c line, Pub.

Gentlewoman, 615 W. 43d St., New York. (M-5) Love and action short-stories small-town home-woman appeal, up to 3000. Marion White. ½c, Pub.

Golden Book Magazine, 55 5th Ave., New York. (M-25) Reprints, translations, stories of exceptional literary merit, quotations and boners from great men; fillers. Mrs. Frederica P. Field. 1c, \$1 for "boners," Acc.

Good Stories, Augusta, Maine. (M-5) Short-stories. G. M. Lord. Low rates, Pub.

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1500 to 5000; odd, strange pictures, brief text; household articles, short illustrated articles for women's and children's pages. Howard R. Davis, \$3.50 to \$8 per short-story, articles \$1 to \$3, photos \$1 to \$1.50, Acc.

Gun Molls, 305 E. 46th St., New York. (M-20) Short-stories 3000 to 7000; novelettes 7000 to 20,000; serials 30,000 up; underworld woman interest. True gang stories. Wm. L. Mayer. 1c up, Pub.

Haywire, 570 7th Ave., New York. (M) Cartoons, gags. Harold Hersey. Good rates, Pub.

Headlines, 148 W. 16th St., New York. (W) News review, largely staff written. Lon Murray. Inc.

Home Circle Magazine, 327 E. Caldwell St., Louisville, Ky. (M-5) John H. Sutcliffe. Not in the market.

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Articles of interest to small-town and rural housewives, inspirational verse. Overstocked on fiction. E. A. Weishaar. ¼ to 1c, verse 15c line, jokes 25c to \$1, photos \$1.50 to \$3, Acc.

Homemaker, 401 Scott St., Little Rock, Ark. (M-10) Short-stories up to 3000, articles, poems. Mrs. F. B. Cotnam. Low rates, Pub. (Overstocked.)

Household Guest, 323 S. Peoria St., Chicago. (M-5) Adventure, romantic, humorous short-stories under 1000, also 1600 to 2800. Articles for homemakers in small towns. Mary H. McGovern. ¼c up, Acc.

Household Management Journal, Batavia, Ill. (M-5) Articles on thrift, efficiency, cooking, etc. Low rates, Pub.

Hullabaloo, 100 5th Ave., New York. (M-15) Cartoons, gags. Norman Anthony. Good rates, Acc.

Improvement Era, The, 47 E. So. Temple, Salt Lake City, Utah. (M) Latterday Saints organ. Moral short-stories, feature articles, verse. H. R. Merrill. ¼ to 1c, verse 12½c line, Pub.

Inside Stuff, 154 Nassau St., New York. (W-15) Authentic news and photos of "the news behind the news." Correspondents. J. Cassino. Space rates, Pub.

Interludes, 2917 Erdman Ave., Baltimore, Md. (Q-25) Poems up to 30 lines, literary essays, short-stories up to 1200; prose poems. Wm. James Price. Prizes only.

Judge, 18 E. 48th St., New York. (W-15) Jokes, epigrams, humorous short-stories, articles up to 300, verse, drawings. Jack Shuttleworth. 5 to 6c, jokes and paragraphs \$3 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$5 to \$15, Pub.

Kaleidograph, a National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices, etc. Whitney Montgomery; Vaida Montgomery. Prizes.

La Patee Stories, 1025 Longacre Bldg., New York. (M) Sex fiction. French locale. Merle W. Hersey. ½c, verse 15c line, Pub.

Living Age, The, 253 Broadway, New York. (2M-25) Translations and reprints only. Quincy Howe.

Mayfair, 143 University Ave., Toronto, Ont. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

Mid-West Story Magazine, Box 175, Vincennes, Ind. (M-10) Short articles 200 to 800, short-stories 800 to 3500 on personalities and drama of the old Northwest. Chester Bolton. ¼ to 1c, photos \$3, Pub.

Modern Thinker, The, 33 W. 42d St., New York. (M-25) Timely, controversial articles 2500 to 3500. Dr. Dagobert D. Runes. ½ to 1c, Pub.

Mother's-Home Life, 315 S. Peoria St., Chicago. (M-5) Short-stories 2000, household articles 1000, miscellany, departmental material. Mary H. McGovern. ¼c up, Acc.

Mummy, 853 Broadway, New York. (M) Cartoons, gags on the news.

Nation, The, 20 Vesey St., New York. (W-15) Reviews, comment, largely staff written. Oswald G. Villard. 1c, Pub.

National Magazine, 952 Dorchester Ave., Boston. (M-25) Limited market. Joe Mitchell Chapple. Ind., Pub.

Nativity, 63 W. 15th St., New York. (Q-35) Articles, short-stories, sketches, poems, plays. Boris J. Israel. No payment.

New Republic, The, 421 W. 21st St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500, sketches of character background 1000, exceptional verse. Bruce Bliven. 2c, Pub.

News Story Magazine, 305 E. 46th St., New York. (M-25) Illustrated sensational fact stories, fictionized, 5000; two-part serials. 1c, Pub. (Slow.)

North American Review, 9 E. 37th St., New York. (M-40) Clever, authoritative informative articles up to 4000, unsteretyped short-stories, occasional verse. Wm. A. DeWitt. Low rates, Pub.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy, experiences. Effa E. Danelson. No payment.

Opinion, 114 E. 32d St., New York. (W) Articles, essays 1000 to 2000, short-stories 1000 to 2500, verse. J. W. Wise, J. J. Smertenko. 1c, poems \$5, Pub.

Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; negro life and problems. Elmer Anderson Carter. No payment.

Oriental Stories, 840 N. Michigan Ave., Chicago. (Q-25) Action-adventure fiction, Asiatic, Near East and Oriental locale; burning love stories of the Orient; short-stories, novelettes up to 18,000. Farnsworth Wright. 1c, Pub.

Our Army, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles, short-stories 1000 to 1200, jokes, cartoons, army background. G. A. Harter. Up to ½c, Pub.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800, verse up to 24 lines. Guy Richardson. ½c up, poems \$1 up, Acc.

Outlaws of the West, 570 7th Ave., New York. (Bi-M-25) Western short-stories, novelettes, serials. Harold Hersey. Up to 1c, Pub.

Outlook, 120 E. 16th St., New York. (M-15) Comment, reviews, timely articles, largely staff-written. Francis R. Bellamy. Good rates, Acc.

Overland Monthly, 437 S. Hill St., Los Angeles. (M) Articles, Western interest, short-stories, verse. No payment.

Paris Nights, 1008 W. York St., Philadelphia. (M-25) Gay short-stories, Parisian background, 1500 to 3000, articles about gayer side of Paris, verse up to 16 lines, jokes. Pierre Dumont. ½c, verse 15c line, jokes 50c, paragraphs 35c, photos \$3 up, Pub.

Pep Stories, 147 W. 42d St., New York. (M-25) Sex short-stories 2000 to 2800; light verse, 8 lines, fillers. Merle W. Hersey. ½c, verse 15c line, fillers \$1, Pub.

Plain Talk, 635 F St., N. W., Washington, D. C. (M-25) Articles on public affairs 1000 to 3500; editorials 500 to 1000; verse; fact items, fillers up to 200. Mason Banks Hood. ½ to 1c, Pub.

Playgoer, 1245 S. State St., Chicago. (W-5) Outdoor, love, domestic short-stories 300 to 1000, theatre articles 300 to 1000, occasional verse, editorials 300 to 500, news items. Emery Brugh. 1c up, Pub.

Poetry: A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse up to 200 lines. Harriet Monroe. \$6 page of 28 lines, Pub.

Poetry World and Contemporary Vision, 27 E. 7th St., New York. (M-25) Poetry, criticism. Henry Harrison. No payment.

Popular Fiction Magazine, 537 S. Dearborn St., Chicago. (M-10) Adventure short-stories up to 10,000, novelettes up to 20,000. Samuel Bierman. 1c, Pub.

Popularity Magazine, 995 E. Rich St., Columbus, O. (M) Short-stories, love, adventure, romance, sport, humor, romance 3500 to 5000. Francis Steele. \$15 story. Pub.

Psychology, 101 W. 31st St., New York. (M-25) Psychology, health, happiness, inspirational articles 2500;; serials 25,000, inspirational verse. Henry Knight Miller; Hewitt H. Howland, Mng. Ed. 1c, Pub.

Racketeer and Gangland Stories, 570 7th Ave., New York. (Bi-M-25) Gangster fiction. Harold Hersey. Up to 1c, Pub.

Ranch Romances, 155 E. 44th St., New York. (2-M-20) Western love short-stories 4000 to 9000, novelettes 30,000 to 35,000, serials 60,000 to 70,000; fillers up to 500; verse. Fanny Ellsworth. 2c up, verse 25c line, Pub.

Rangeland Love Story Magazine, 155 E. 44th St., New York. (M-20) Western love short-stories 5000 to 10,000, novelettes 30,000 to 35,000, serials 40,000 to 60,000. Verse. Fanny Ellsworth. 2c up, verse 25c line, Pub.

Rebel Poet, 407 E. 74th St., New York. (M-10) Articles, essays, radical verse, portraying the class struggle. Jack Conroy. No payment.

Repeal, 49 W. 45th St., New York. (M-20) Articles by nationally known individuals, authenticated interviews, on prohibition, crime, up to 1000. Major Maurice Campbell. Ind., Pub.

Review of Reviews, 55 5th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 2c up, Pub.

Sky Birds, 67 W. 44th St., New York. (M-20) Air and air-war short-stories 3000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Slapstick, 570 7th Ave., New York. (M-15) Sophisticated cartoons, gags. Harold Hersey, Pub.; Hugh Layne, Ed. Good rates, Pub.

Spicy Stories, 147 W. 42d St., New York. (M-25) Sex short-stories 2000 to 2500, serials 10,000 (4 installments), sonnets. Merle W. Hersey. ½c, verse 15c line, Pub.

Stars and Stripes, The, Washington, D. C. (M) Articles on soldiers' interests. Generally overstocked.

Strange Tales, 155 E. 44th St., New York. (Q-25) Weird, occult, supernatural fiction. Harry Bates. 2c, Pub.

Sun-Up, Maine's Own Magazine, 146 Middle St., Portland, Me. (M-5) Articles, pictures of Maine interest. Gilbert R. Chadbourne. 10c inch, Pub.

Tatler and American Sketch, 331 Madison Ave., New York. (M-50) Burlesque articles on society 2500. J. C. Schemm. 50c inch, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub.

Thrilling Adventures, 570 7th Ave., New York. (M-10) Not in the market. J. S. Williams.

Thrilling Detective, 570 7th Ave., New York. (M-10) Not in the market. Harvey Burns.

Thrilling Love Magazine, 570 7th Ave., New York. (M-10) Not in the market. Dorothy Sands.

Time, 205 E. 42d St., New York. (W-15) News, all staff written; no market, unless for exceptional news.

Time Traveler, The, 1610 University Ave., New York. (M-10) Short scientific fiction and "fan" material. Allen Glasser. 1c, Pub.

Travel, 7 W. 16th St., New York. (M-35) Illustrated, travel, exploration, adventure articles 1500 to 5000. Coburn Gilman. 1c, \$1 to \$3 per photo, Pub.

Underworld, 22 W. 48th St., New York. (M-20) Gangster short-stories 3500 to 5000, novelettes up to 15,000, serials 25,000 to 30,000. ½c up, Pub.

U. S. Air Services, 227 Transportation Bldg., Washington, D. C. (M-30) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

Virginia Quarterly Review, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, exceptional short-stories, verse 10 to 40 lines. Stringfellow Barr. \$5 page (350 words), verse 50c line, Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 10,000, novelettes up to 15,000, serials up to 75,000, verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

Western Adventures, 155 E. 44th St., New York. (Bi-M-20) Reprint fiction, not buying at present. W. M. Clayton.

Western Home Monthly, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.

Western Love Stories, 155 E. 44th St., New York. (Bi-M-20) Western love novelettes 10,000 to 20,000, verse. Fanny Ellsworth. 2c, Pub.

Western Trails, 67 W. 44th St., New York. (M-20) Western action short-stories with woman interest 2000 to 8000, novelettes up to 20,000. A. A. Wyn. 1 to 2c, Pub.

Westminster Magazine, The, Oglethorpe University, Atlanta, Ga. (Q-25) Fiction and articles on literature, history and nature subjects 1000 to 3000; verse. Prizes.

Wonder Stories, 96 Park Place, New York. (M-25) Human, dramatic adventure short-stories based on science developments of future up to 8000, novelettes up to 25,000, serials up to 65,000. Articles on science or world of the future up to 5000. H. Gernsback. Up to 1c, Pub.

Yale Review, Yale Station, New Haven, Conn. (Q-\$1) Comment, reviews; political, literary, scientific, art articles 5000 to 6000. Wilbur Cross. Good rates, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

American Farming, 537 S. Dearborn St., Chicago. (M-5) Short articles on community affairs, recreation; juvenile material. E. P. Taylor; Nelle Ringenberg, Asst. Up to 1c, Pub. (Overstocked.)

Breeders' Gazette and Dairy Tribune, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock articles. S. R. Guard. 1c, photos \$2, Pub.

Canadian Countryman, 204 Richmond St., W., Toronto. Agricultural articles, short-stories. ½c, Pub.

Farm and Ranch, Dallas, Tex. (W-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. ¾c to 1c up, Pub.

Farmer and Farm, Stock and Home, The, 57 E. 10th St., St. Paul, Minn. (Bi-W) Agricultural articles with photos, miscellany, short-stories for special events. Berry H. Akers. ½ to 1c, Acc.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600. Overstocked on fiction and verse. Arthur H. Jenkins. First-class rates, Acc.

Hatchery Tribune, Mt. Morris, Ill. Illustrated articles on successful selling methods by hatcheries 300 to 500. Roland C. Hartman, 1/2 to 2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Dairying interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Ind., Pub.

Michigan Farmer, Detroit, Mich. (W) Articles 1000 to 2000 on successful farming; occasional serials, short-stories. Milton Grinnell. 1/2c, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Ind., Pub. Cover photos, \$5 to \$10.

Poultry Tribune, Mt. Morris, Ill. (M-15) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

Successful Farming, Des Moines, Ia. (M-5) Agricultural miscellany. Kirk Fox. 1c up, Acc.

ART, PHOTOGRAPHY

American Photography, 428 Newbury St., Boston. (M-25) Technical photography articles. F. R. Fraprie. Fair rates, Pub. (Overstocked.)

Antiques, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1 1/2 to 2c, Pub.

Camera, The, 636 Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography 500 to 2000. Frank V. Chambers. 1/2c, Acc.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

A. A. A. Travel, Pennsylvania Ave. at 17th St., Washington, D. C. Touring or travel articles, motor, plane, or water, 1500 to 1800; poems. Verva I. Hainer. 1 1/2c, verse 3 to 5c, photos \$3 to \$5, Acc.

Aero Digest, 220 W. 42d St., New York. (M) News and features on aviation and air travel. Geo. F. McLaughlin. 1/2c up, Pub.

Airports and Airlines, Bank of Manhattan Bldg., Flushing, L. I. (M) News of air ports, features of interest to air transport companies, their personnel, etc. Harry Schwartzchild. 1/2c up, Pub.

American Motorist, Pennsylvania Ave., at 17th St., Washington, D. C. Illustrated travel articles vicinity of Washington, D. C., 1800 to 2000; verse. Verva I. Hainer. 1c, Pub.

Aviation, 330 W. 42d St., New York. (M-20) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Acc.

Aviation Engineering and Airway Age, Flushing, N. Y. (M) Technical articles on aircraft and aircraft engines. Harry Schwartzchild. Good rates.

Highway Magazine, Armco Culvert Mfgs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads 800 to 1500. 1c, photos \$1 to \$2, Acc.

National Aeronautic Magazine, Dupont Circle, Washington, D. C. (M) Non-professional aviation articles 2000, illustrations. Wm. R. Enyart. Not buying.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanics, inventions, war experiences, true adventures, articles 2500 to 4500; fact items, fillers 100 to 800. B. G. Davis. 1c, Pub., photos extra.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, naval architecture, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub.

Western Flying, 145 S. Spring St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation 100 to 2500. R. Randall Irwin. Up to 1c, Pub. (Overstocked.)

Western Construction News and Highways Builder, 333 W. 2d St., Los Angeles. (M-20) Signed articles by Western highway engineers or street officials; pictures of equipment in use on Western roads. Howard B. Rose. 1/2c, photos extra, Pub.

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-5) Spot news only, with illustrations. Murray E. Crain. 1c, Pub.

Bankers Magazine, 185 Madison Ave., New York. (M) Articles on banking methods, advertising, etc. Query, Keith F. Warren. 1c up, Pub.

Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

Bankers Service Bulletin, The, 536 S. Clark St., Chicago. (M) Articles on banking devices, operation. John Y. Beaty. Good rates, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative financial articles 500 to 2500. Hugh Bancroft. Ind., Acc.

Burrough's Clearing House, 6071 2d Blvd., Detroit. (M) Query editor on banking features. Herbert Shryer. 2 to 3c, Acc.

Business Week, The, 330 W. 42d St., New York. (W-20) Not in the market. Marc A. Rose.

Commerce, 1 N. LaSalle St., Chicago. Invites queries on proposed business articles from middle West. Howard R. Smith, Mng. Ed. Rates variable. (Overstocked.)

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

Extra Money, 510 N. Dearborn St., Chicago. (M) High-grade business, adventure fiction with extra-money angle; true stories of spare-time money-making, photos. Wm. Fleming French. 1/2 to 5c, Acc.

Factory and Industrial Management, 330 W. 42d St., New York. (M-40) Industrial and management methods for factory executives and staff men. John M. Carmody. Inc.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500 to 2000. B. C. Forbes. High rates, Acc.

How To Sell, Mount Morris, Ill. (M-5) News magazine of direct selling. Fact items; stories of individual success in direct selling; 150 to 500. R. C. Remington. 1/2 to 1c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling. Martin E. Siegel. 1/2 to 1c, photos \$1, Pub.

Industrial Relations, 844 Rush St., Chicago. (M-50) Authentic articles dealing with the study of industrial economy, law, theory, practice and statistics. Invites queries. A. D. Cloud; Geo. Applegren, Assoc. Ed. 1c up, Pub.

Management, 201 N. Wells St., Chicago. (M-25) Better management and equipment articles for industrial executives. H. P. Gould. 2c, Acc.

Management Methods, 330 W. 42d St., New York. (M-25) Business experience articles, profit-making ideas, usually less than 500. Norman C. Firth. 1 1/2 to 2c, Acc.

Nation's Business, The, 1615 H St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe; J. W. Bishop, Mng. Ed. Good rates, Acc.

Opportunity, 919 N. Michigan Ave., Chicago. (M-10) Sales interviews; illustrated salesmanship material up to 3500; sales success stories, stimulating short-stories. James R. Quirk. 1 to 2c, Acc.

Postage and Mailbag, 200 5th Ave., New York. (M-25) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

Printers' Ink, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. John Irving Romer; G. A. Nichols, Mng. Ed. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 21 E. 40th St., New York. (M-50) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. 3/4 to 1c, Pub.

Specialty Salesman Magazine, S. Whitley, Ind. (M-25) Inspirational articles, 1000 to 3000; small-town, rural human-interest short-stories 3000 to 5000; editorials on direct selling 800; short fact items, news pertinent to field, 100 to 1000. Geo. F. Peabody. 1/2c up, Acc.

Taxpayer, The, Box 161, Middletown, Ohio. Authentic articles dealing with state and community tax and finance problems, 1000 to 2000. Anton S. Rosing. 1c, photos \$1, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Bi-M) Articles on industrial problems of interest to foremen, executives, 1000 to 2500, interviews 1000 to 2500. D. C. Vandercook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (2M-25) Advertising and business articles on Western firms or Western problems 1000 to 2200. Little used from Eastern contributors. Douglas G. McPhee. 1c, Pub.

Western Business, 564 Market St., San Francisco. (M-25) Short articles 300 to 1500 on business activities of Far West, strong news interest and photos essential. Douglas G. McPhee. 1c up, Pub.

World's Work, Garden City, New York. (M-35) Articles on business with appeal to executives 1500 to 3000. Alan C. Collins. Good rates, Acc.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, Garden City, New York. (M-10) Practical articles pertaining to home, interior decoration, gardening, 1500 to 2000. Reginald T. Townsend. \$50 per article, Acc.

Arts and Decoration, 578 Madison Ave., New York. (M-50) Practical short illustrated home decoration, architecture, garden, antique articles. Mary Fanton Roberts. 1 to 2c, Acc.

Better Homes and Gardens, 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson. 2c up, usual photo rates, Acc.

Canadian Homes and Gardens, 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on home building, improvement, gardening, farming, general features, 2500, mostly staff written. Tom Cathcart. Fair rates, Acc.

Country Life, Garden City, New York. (M-50) Illustrated gardening, sport, interior decorating, country estate, travel articles 1500 to 2000. R. T. Townsend. \$50 to \$75 per article, Acc.

Home & Field, 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. Stewart Beach. 2½c, Acc.

House and Garden, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright. 1c up, Acc.

House Beautiful, 8 Arlington St., Boston. (M-35) Building, furnishing, interior decoration, gardening articles, 1500 to 1800. Ethel B. Power. 1c up, Acc.

Sunset, 1045 Sansome St., San Francisco. (M-10) Home-making, garden, vacation, outdoor articles, Western appeal, 1500 to 2500. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Acc.

Town and Country, 572 Madison Ave., New York. (2M-50) H. J. Whigham. Not in market.

EDUCATIONAL

American School Board Journal, 407 E. Michigan St., Milwaukee, Wis. (M-35) School administration articles 500 to 5000. Photos of children in school activities, new school buildings. Wm. C. Bruce. ½c, Acc.

Grade Teacher, The, 425 4th Ave., New York. (M-25) Classroom helps. Florence Hale. ½c up, Pub. (Overstocked.)

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. ½c, news ¼c, Pub. (Overstocked.)

Instructor, The, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Journal of Education, 6 Beacon St., Boston. (M) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. 1c, Pub.

School Activities, 1212 W. 13th St., Topeka, Kans. (M-20) Articles on high-school extra-curricular activities 1000. C. R. Van Nice. ½c, Pub.

School Management, 114 E. 32d St., New York. (M) Articles on administration, construction, equipment of schools, preferably by executives, up to 1500. C. R. Miller. 1c up, Pub.

School News and Practical Educator, Taylorville, Ill. (M-20) Practical articles for grade teachers 1800 to 2800. V. E. Huffer. Low rates, Pub.

HEALTH, HYGIENE

Arena and Strength, 2741 N. Palethorp St., Philadelphia. (M-15) Health, hygiene, exercise, diet, boxing articles. Up to 1c, Pub.

Forecast, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, food, food preparation, child training, health, progress; news articles on schools 2000 to 3000. Alberta M. Goudiss. 1 to 1½c, Acc.

Home Digest, 1235 Book Bldg., Detroit. (Bi-M-10) Food, health, vegetarian articles. W. D. Roy. 2c, Pub.

Hygeia, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles. Dr. Morris Fishbein. 1c up, Pub.

Journal of the Outdoor Life, 450 7th Ave., New York. (M-25) Anti-tuberculosis articles, short-stories, experience articles. Philip P. Jacobs. Low rates, Acc.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Articles on nursing, hospital, public health subjects 800 to 3200. Meta Pennock. 1/3 to 1c, Pub.

MUSICAL

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000. James Francis Cooke. \$5 column, Pub.

Metronome, 113 W. 57th St., New York. (M-35) Instructive articles on playing musical instruments, organizing orchestras, etc., 1000 to 2000. Doron K. Antrom. 1c, Pub.

Musical America, 113 W. 57th St., New York. (2-M-15) Music articles 1500 to 2000. A. Walter Kramer. Ind.

Musical Courier, 113 W. 57th St., New York. (W) Informational articles of interest to musicians. Leonard Liebbling. 1c, Pub.

Musician, The, 113 W. 57th St., New York. Not in the market. Paul Kempf.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of Bible class activities 100. Lucius H. Bugbee. ½ to 1c, verse \$3 to \$10, photos \$2.50 up, Acc.

Ave Maria, The, Notre Dame, Ind. (W-10) Short-stories of religious tone, articles on topics of the day 3000, religious poems not over 16 lines. Juvenile adventure short-stories, serials, religious but not preachy. Rev. Eugene P. Burke, C.S.C. \$3 page, poems \$5, Pub.

Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000 to 3000. Rev. J. I. Bergin, S.J. ½c, Acc.

Catholic World, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art articles, Catholic viewpoint, short-stories 2500 to 4500, verse. Rev. James M. Gillis, C. S. P. Ind., Pub.

Christian Advocate, The, 150 5th Ave., New York. (W) Articles, miscellany. Dr. D. F. Diefendorf. Inc.

Christian Endeavor World, 41 Mt. Vernon St., Boston. (W-5) Wholesome short-stories up to 2500, preferably 1500 to 1800, serials 20 to 25 short chapters, inspirational articles 1000 to 2000. Carlton M. Sherwood. ½c, photos \$1 to \$2, Acc.

Christian Herald, 419 4th Ave., New York. (M) Religious, sociological articles; short-stories 1000 to 6000. Varying rates, Acc. (Overstocked.)

Church Business, Duplex Envelope Co., Richmond, Va. (Bi-M) Illustrated articles on church plans, programs, etc., up to 800; religious fillers, jokes. Mary M. Cocke. 2c, jokes \$1, Pub.

Churchman, The, 6 E. 45th St., New York. (W-10) Liberal Christianity articles, verse. Rev. Guy Emery Ship-ler, Litt. D. No payment.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, short-stories, verse. W. E. Gilroy, D.D. Fair rates, Pub. (Overstocked.)

Cradle Roll Home, The, 161 8th Ave., N., Nashville, Tenn. (Q) Articles for parents 150 to 800, verse, fact items. Agnes Kennedy Holmes. ½c, verse up to \$2.50, Acc.

Grail, The, St. Meinrad, Ind. (M-25) Travel, biographical articles 1500 to 3000, wholesome short-stories 2000 to 3000, Eucharistic verse 4 to 20 lines. Rev. Benedict Brown, O.S.B. ½c, Acc.

Living Church, The, 1801 W. Fond du Lac Ave., Milwaukee. (W) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education up to 1800, short-stories, Biblical background, 1500 to 1800, serials up to 12 chapters, 1500 to 1800 each. Photos, 8x10, science, human-interest. Guy P. Leavitt. ½c, photos \$3, Acc.

Magnificat, 435 Union St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Ind., Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M-10) Articles of Catholic interest 1500 to 2000, clever short-stories 1000 to 3000; verse. Rev. Kieran P. Moran, C.M. 1c, verse 50c line, photos \$1, Acc. (Overstocked.)

Northern Messenger, Witness Bldg., Montreal, Quebec, Canada. (W) Boys of 16. Clean, vigorous, temperance short-stories up to 3000, serials 40,000 to 60,000. Short verse. 1/5c, reprint serial rights \$25 to \$35, Pub.

Presbyterian Advance, The, 150 4th Ave., N. Nashville, Tenn. (W) Limited number of short-stories 800 to 2000. James E. Clarke, D.D., LL.D. \$1 column, Acc.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. ½c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers, superintendents, the home. ½c, Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on prohibition, law enforcement. \$5 per 1500-word story, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M & W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 11 E. 36th St., New York. (M) Radio fan miscellany, Ind.

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1½c, Pub. (Overstocked.)

Everyday Science & Mechanics, 96 Park Pl., New York. (M-25) Constructional articles up to 2000. H. Gernsback. 1 to 10c, Pub.

Home Experimenter, The, W. Forest Home Ave. at St. Charles Pl., Milwaukee. (M) Illustrated articles on experiments, research work, for the home up to 1500; how-to-make-it articles up to 1000; fillers. Richard H. Crosse. ½ to 1c, photos \$1 up, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Illustrated popular scientific, homecraft "how-to-make-it" articles 500 to 1500, shop hints, new devices. E. A. Weishaar. ½ to 1c, photos or drawings \$1.50 to \$3, Acc.

Inventive Age and Patent Market, 718 E. 4th St., Brooklyn, N. Y. (M-10) Articles covering inventions, suggestions for new inventions, new uses, commercial possibilities and promotion methods, 350 to 1500. Close up photos of mechanical features. E. A. Darmer. 25c inch, photos \$1, Pub.

Mechanical Package Magazine, 529 S. 7th St., Minneapolis, Minn. (M) Mechanical short items, new wrinkles, "how-to-build" articles. Weston Farmer. 2 to 15c, Acc.

Model Airplane News, 570 7th Ave., New York. Model airplane construction articles. Charles Hampson Grant. Inc.

Modern Mechanics and Inventions, 529 S. 7th St., Minneapolis, Minn. (M-25) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos. Roscoe Fawcett; Jack Smalley; Donald Cooley, associate. 2 to 15c, photos \$3 up, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)

Popular Home Craft, 737 N. Michigan Ave., Chicago. (M) Non-technical articles of interest to the home craftsman—woodcraft, leathercraft, metalcraft. Pub.

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300 to 2500; fillers up to 250; photos \$5 up. L. K. Weber. 1 to 10c; photos \$5 up, Acc.

Popular Science Monthly, 381 4th Ave., New York. (M-25) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. 1c up to 10c, \$3 up for photos, Acc.

Scientific American, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Ind., Acc. (Overstocked.)

SPORTING, OUTDOOR, HUNTING, FISHING

American Forests, 1727 K St., Washington, D. C. (M-35) Popular forestry, outdoor recreation, hunting and fishing articles up to 3000, outdoor and forest photos, humor. Ovid M. Butler. 1c, photos \$1 up, Acc.

American Golfer, The, Lexington at 43d Sts., New York. (M-25) Golf articles up to 1500. Grantland Rice. Inc.

American Rifleman, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3500. Laurence J. Hathaway. About 1c, Pub.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse. F. C. Lane. ½ to 1½c, Pub.

Field and Stream, 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500 to 3000. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities. A. V. Harding. ¼ to ½c, Acc. (Overstocked.)

Game Stories, 22 E. 12th St., Cincinnati, O. (M-10) Illustrated hunting, fishing, trapping experience stories 2000 to 3000. George A. Voegel. ½ to 1c, Pub.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles. A. C. Gregson. 2c, Pub.

Hunter-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Ind., Acc. (Overstocked.)

National Sportsman, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

Outdoor America, 222 N. Bank Drive, Chicago. (M-25) Outdoor articles, short-stories, 1500 to 2000. Cal Johnson. ½ to 3c, Acc.

Outdoor Life, Mt. Morris, Ill. (M-25) Articles on hunting, fishing, camping, boating and allied subjects, 2000 to 2500. Harry McGuire. 1c up, Acc.

Sports Afield and Trails of the Northwoods, 302 Hennepin Ave., Minneapolis. (M-25) Outdoor, hunting, winter travel articles, outdoor fiction founded on fact, 2500. Robert C. Mueller. ½c, Pub. (Overstocked.)

Sportsman, The, 60 Batterymarch St., Boston. (M-50) Articles on amateur sports, fox-hunting, polo, yacht racing, tennis, fishing, etc., 1500 to 2500. Richard E. Danielson. 2½c, photos \$5 up, Acc.

Turf & Sport Digest, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on sports, horse racing, football, baseball, etc., 1000 to 5000, sport short-stories up to 5000; serials up to 20,000. Edgar G. Horn. ¼c, Pub.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles, assignment only. Does not pay for unsolicited news. A. C. Hartmann, E. E. Sugarman.

Greater Show World, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. 1c, Pub.

Hollywood Magazine, 529 S. 7th St., Minneapolis. (M-10) Illustrated movie fact articles 1000, usually on assignment; news paragraphs. Capt. Roscoe Fawcett; Marcella Burke, Western Ed. Liberal rates, Acc.

Modern Screen, 100 5th Ave., New York. (M-10) Photo-play fan material up to 2000, mostly on assignment. Short love fiction with Hollywood background. Ernest V. Heyn. Good rates, Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-15) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Classic, 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Mirror, 8 W. 40th St., New York. (M-10) Motion-picture fan material. Ruth Waterbury. Ind., Acc.

Movie Romances, 510 N. Dearborn St., Chicago. (M) True romances of film folk; articles for film fans; short-stories with motion-picture background. Wm. Fleming French. 1½ to 5c, Acc.

New Movie Magazine, 55 5th Ave., New York. (M-10) Fan material by arrangement. Hugh Weir. 2c, Acc.

Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles. James R. Quirk. Good rates, Acc.

Picture Play Magazine, 79 7th Ave., New York. (M-10) Articles 1200 to 1500 of interest to motion picture enthusiasts, usually on assignment. Norbert Lusk. Ind., Acc.

Radio Digest, 420 Lexington Ave., New York. (M-25) Non-technical radio fact items, short humorous verse, jokes, epigrams, "Hits-Quips-Slips" on radio programs. Raymond Bill; H. P. Brown, Mng. Ed. \$1 to \$5 up, Pub.

Screen Book, 529 S. 7th St., Minneapolis. (M-10) Short news articles on popular screen favorites, usually on assignment. Capt. Roscoe Fawcett; Marcella Burke, Western Ed. Liberal rates, Acc.

Screenland, 49 W. 45th St., New York. (M-25) Feature articles dealing with motion pictures. Miss Delight Evans. Fair rates, Pub.

Screen Play, 529 S. 7th St., Minneapolis, Minn. (M-10) Authentic articles of interest to movie fans, usually on assignment. Capt. Roscoe Fawcett; Carl A. Schroeder, Assoc. Liberal rates, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York; 99 Regent St., London W. 1, England. (M-50) Theatrical articles 1800 to 2500. Edith J. R. Isaacs. 2c, Pub.

Theatre Magazine, 22 W. 48th St., New York. (M-35) Sophisticated articles on the theatre up to 1500. Stewart Beach. 3c, Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news. Sime Silverman. Inc.

TRADE JOURNALS, MISCELLANEOUS

- American Artisan**, 1900 Prairie Ave., Chicago. (M) Merchandising articles with illustrations on experiences of men in warm-air heating and sheet metal work. J. D. Wilder. \$2.50 column, photos \$3, Pub.
- American Baker, The**, 118 S. 6th St., Minneapolis. (M-10) Technical articles on baking, illustrated articles on new bakeshops, attractive window photos, merchandising talks. Carroll Michener, Mng. Ed. 1/2 to 1c, photos \$1 to \$3, Acc. (Overstocked.)
- American Druggist**, 57th St. at 8th Ave., New York. (M) Highest type drug merchandising articles. Herbert R. Mayes. High rates, Acc.
- American Hatter**, 1225 Broadway, New York. Trade miscellany. E. F. Hubbard. 1/2c to 1c, photos \$2, Acc.
- American Painter & Decorator**, 3713 Washington Ave., St. Louis. (M) Fact stories on successful painters and decorators 1000. George Boardman Perry. Up to 1c, Pub.
- American Paint & Oil Dealer**, 3713 Washington Ave., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)
- American Paper Merchant**, 1911 Conway Bldg., Chicago. (M) News and features of paper trade. Frank C. Petrine, Mng. Ed. 1/2c up, Acc.
- American Perfumer & Essential Oil Review**, 432 4th Ave., New York. (M) Technical, scientific articles on perfumes, cosmetics, soaps, etc.; articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. Ind., features, Acc.; news, Pub.
- American Lumberman**, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.
- American Printer, The**, 9 E. 38th St., New York. (M-25) Technical articles for printing plant executives. L. B. Siegfried. 1c up, Pub.
- American Roofer**, 58 W. Washington St., Chicago. (M) Limited market for roofing articles. Eugene Pope. 1/2c up, Pub.
- American Silk Journal**, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$3 per column, Pub.
- Amusement Park Management**, 114 E. 32d St., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c, photos \$1.50, Pub.
- Art of Mosaics & Terrazzo**, 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terrazzo work. P. C. Connelley. 1c, photos \$2, Pub.
- Automobile Trade Journal & Motor Age**, Chestnut and 56th Sts., Philadelphia. (M) Features based on interviews with successful automobile or equipment dealers. Don Blanchard. 1c up, Pub.
- Automotive Electricity**, 420 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories 1200. L. E. Murray. 1c, Pub.
- Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2-M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. C. C. Hayley. 1c, Pub. (Overstocked.)
- Auto Body Trimmer & Painter**, 128 Opera Place, Cincinnati. (M) Limited market for technical and merchandising articles of trade. J. F. Hutcheson. 1/2c, Pub.
- Bakers' Helper**, 330 S. Wells St., Chicago. (2-M-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.
- Bakers' Weekly**, 45 W. 45th St., New York. (W) News correspondents in principal cities. Albert Klopfer. 1c, Pub.
- Beach and Pool and Aquatics**, 114 E. 32d St., New York. (M-25) Illustrated articles on swimming and beach operation, particularly country clubs and municipally operated pools, 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)
- Black Diamond**, 431 S. Dearborn St., Chicago. (W-20) Practical method articles in the coal field. Robert L. Moffett. 1/2c up, Pub.
- Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) News and features of shoe industry. Regular correspondents. Arthur D. Anderson. 1c, Pub.
- Boys' Outfitter**, 175 Fifth Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 1/2c, Pub.
- Brick & Clay Record**, 59 E. Van Buren St., Chicago. (Bi-W) News and features of brick and clay industry. Regular correspondents. H. V. Kaepfel, Mng. Ed. 1c up, Pub.
- Building Maintenance**, 407 E. Michigan St., Milwaukee. (M) Technical and management articles. H. James Larkin. 1c, photos \$1, Acc.
- Building Supply News**, 59 E. Van Buren St., Chicago. (M) News and merchandising features of lumber and building material dealers. Query. L. J. Zorn, Mng. Ed. 1c, Pub.
- Bus Transportation**, 330 W. 42d St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. 1/2c, Acc. News items, first 100 words 2 1/2c, bal. each item 1/2c, Pub.
- Casket & Sunnyside**, 487 Broadway, New York. (M) Interviews with morticians on embalming and mortuary management. Seabury Quinn. 1/2c, Pub.
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-25) News items pertaining to pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel. 1c, Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles on special assignment only. Godfrey M. Lebbhar. About 1 1/2c, Pub.
- Chain Store Links**, 10 S. 18th St., Philadelphia. Articles on training clerks for chain store organizations. H. A. G. Erlichman. Pub.
- Chain Store Management**, 180 N. Michigan Ave., Chicago. (M-25) Technical merchandising articles covering store displays, promotional methods, etc., 1000. Walter B. Martin. 1/2c, Pub.
- Chain Store Review**, 114 E. 32d St., New York. (M) Chain store management and merchandising articles, mostly staff prepared, 1500 to 2000. J. Leroy Miller, Mng. Ed. 1c, photos \$2, Pub.
- Cleaners and Dyers Review**, 128 Opera Pl., Cincinnati. (M-30) Technical articles, success stories relating to specific power plants, proved merchandising plans up to 2000; illustrations desirable. Gus Kepler. 1/2c, Pub.
- Cleaning and Dyeing World**, 1697 Broadway, New York. (W) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About 1/2c, Pub.
- Coin Machine Journal**, 205 W. Wacker Drive, Chicago. (M) News, features, pictures, of interest to manufacturers of automatic vending machines, supplies and allied products. D. Dollnig. 1c, photos \$2, Pub.
- Commercial Car Journal**, Chestnut and 56th St., Philadelphia. (M) Articles on selling, servicing, operation of motor trucks. T. Hook. Good rates, Pub.
- Concrete Products**, 542 S. Dearborn St., Chicago. (M-10) Articles on manufacture, marketing and uses of pre-cast concrete products, 500 to 1500, illustrated. Harold O. Hayes. \$10 page, Pub.
- Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Articles on wholesale and retail manufacturing candy business and candy jobbing. Eugene Pharo. Up to 1c, Acc.
- Cracker Baker, The**, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) One or two-page stories pertaining to biscuits and crackers, or the industry; plant write-ups; sales stories; practical or technical articles; human interest and success stories of men in industry. L. M. Dawson. 30 to 50c inch, Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on distribution and merchandising of dairy products. George Carven. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising stories of proven merit on milk plants, creameries, ice cream, cheese and dairy by-products manufacturers, with photos or ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, Pub.
- Diesel Power**, 192 Lexington Ave., New York. (M) Articles on oil engine uses. T. R. Hay. 1c, Pub.
- Distribution and Warehousing**, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. 1/2c up, photos \$2, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. Plumbing and heating trade merchandising and technical articles. 1c, Pub.
- Draperies and Decorative Fabrics**, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. MacCleary. 1c, photos \$3, Pub.
- Druggists' Circular, The**, 12 Gold St., New York. (M) Druggist success articles. G. K. Hanchett. Ind., Pub.
- Drug Topics**, 330 W. 42d St., New York. (M-25) Merchandising articles 1500, describing how druggist-name and address given—sold more merchandise, saved money. Dan Rennick. Good rates, photos \$3, Pub.
- Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick. Ind.
- Dry Goods Economist**, 239 W. 39th St., New York. (M-25) Articles of specific interest to department store field, up to 1200. C. K. MacDermut, Jr., Mng. Ed. 1 1/2 to 2c, photos \$2, special rates on best material, Acc.

- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.
- Electrical Dealer**, 360 N. Michigan Ave., Chicago. (M) Illustrated articles reflecting unusual operations in re-tailing domestic electrical goods or radio by any sort of store. Queries answered. Rudolph A. August. 1c up, Acc.
- Electrical Record**, 110 W. 42d St., New York. (M) Articles on merchandising of electrical appliances by power companies, department stores, electrical specialty distributors; installations, news of manufacturers. Leslie H. Allen. Good rates, Pub.
- Electrical West**, 883 Mission St., San Francisco. (M-25) Articles on methods of improving sale of electrical merchandise by dealers and contractors, unusual electrical installations involving special technique. William A. Cyr, Asso. Ed. ½ to 1c, Pub.
- Electrical Wholesaling**, 520 N. Michigan Ave., Chicago. (M-15) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.
- Electric Refrigeration News**, 550 Maccabees Bldg., Detroit. (W-10) How-to-do-it stories about dealers, distributors, and salesmen of electric refrigerators; informative articles on installations and servicing of refrigeration machines; timely news; human interest photos. George F. Taubenberg. 1c, Pub.
- Enamelist**, 2100 Keith Bldg., Cleveland, O. (M) Technical or semi-technical articles dealing with porcelain enamel, and stove manufacturing processes; success stories. Write E. O. Baldwin for latest rates.
- Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, drag-line dredge, clam shell, excavating contracts, open pit mining, quarry, drainage, etc., 500 to 2000. Arnold Andrews. 1c, photos \$1, Pub. Query.
- Feed Bag, The**, 210 E. Michigan St., Milwaukee. (M-25) Successful advertising plans, convenient service layouts, profit-saving business methods of retail feed dealers 750 to 1000. David K. Steenbergh. 1c up, Pub.
- Feedstuffs**, 118 S. Sixth St., Minneapolis, Minn. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Carroll K. Michener. ½ to 1c, Acc. (Overstocked.)
- Film Daily**, 1650 Broadway, New York. (D) News of industry. J. W. Alicote. Inc.
- Florists' Exchange**, 448 W. 37th St., New York. (W-15) Trade material in florist and nursery fields. Write before submitting. E. L. D. Seymour, Asso. Ed. ½c up, Pub.
- Ford Dealer and Service Feld**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 1000. H. James Larkin. 1c, Acc.
- Ford Dealers News**, 117 W. 61st St., New York. Ford trade articles. C. C. Pearsall, Mng. Ed. ½c up, Pub.
- Furniture Age**, 2225 Herndon St., Chicago. (M-30) Illustrated articles on practical methods, furniture and department stores in advertising, displaying, selling, bedding, gift goods, credit and collection methods, accounting systems, 500 to 1500; interviews and important news. J. A. Gary. 1c, photos \$2, Pub.
- Furniture Manufacturer**, 200 N. Division Ave., Grand Rapids, Mich. Manufacturer and factory superintendents' stories of all phases of factory production, cabinet room, machinery, finishing, 500 to 1500. A. C. Saunders. 1c, photos \$2 up, Pub.
- Furniture Merchandising**, Charlotte, N. C. (M-30) Merchandising success events; unusual window photos. Milton Samson. 1 to 3c, photos \$1 to \$3 and up, Pub.
- Furniture Record and Journal**, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Shorts on merchandising, advertising, of bedding and radios, electrical appliances, housewares, floor coverings, departments of furniture stores, 200 to 600. K. C. Clapp. ½ to 2c, photos \$2.50 to \$5, Pub.
- Gas Age-Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.
- Giftwares**, 260 5th Ave., New York. (M) Illustrated articles on operating gift and art shops 500 to 1200. Lucile O'Naughlin. 1c, photos \$3, Pub.
- Good Hardware**, 79 Madison Ave., New York. (M-20) Illustrated articles 100 to 200 for hardware dealers; humorous verse, jokes, epigrams, pertaining to the trade. Ralph F. Linder. 2c, jokes \$2, Acc.
- Heating, Piping and Air Conditioning**, 1900 Prairie Ave., Chicago. (M) Articles on air-conditioning for homes, shops, stores, etc., mostly by engineers. C. M. Burnam, Jr., Assoc. Ed. Pub.
- Hide and Leather**, 300 W. Adams St., Chicago. (W-15) Technical tannery articles 1000 to 10,000. Watterson Stealey. 1c, Pub.
- Hotel Management**, 222 E. 42d St., New York. (M-25) Hotel construction, maintenance and operation articles, business building ideas, 100 to 2500. J. S. Warren. 1c up, Acc.
- Hotel Monthly**, 950 Merchandise Mart, Chicago. News and features. Pub.
- Hotel World-Review**, 222 E. 42d St., New York. (W-5) Query editor on hotel news and features. A. M. Adams. ½ to 3c, Acc.
- Housewares Merchandising**, 1170 Broadway, New York. (M) News and features from housewares departments. S. P. Horton. 1c, Pub.
- Ice Cream Field**, 461 8th Ave., New York. (M-10) Illustrated business-building articles for ice cream plants 750 to 1500. W. H. Hooker. ½c up, photos 50c to \$1, Acc.
- Ice Cream Review**, 501-515 Cherry St., Milwaukee. (M-25) Methods articles of interest to ice cream manufacturers and employees. Edward Thom. ½c up, Pub. (Overstocked.)
- Ice Cream Trade Journal**, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of specific wholesale ice cream companies 500 to 2000. Harry W. Huey. 1c, Pub.
- Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M) Ice making, cold storage, refrigeration articles and news. J. F. Nickerson. Ind., Pub.
- Industrial Retail Stores**, 7th and Vine Sts., Cincinnati. (M-20) Merchandising articles on "company store" operations, 500 to 1000. Hull Bronson. ½c, Pub.
- Inland Printer**, 330 S. Wells St., Chicago. (M-40) Constructive articles on production, selling and management problems of printing industry. J. L. Frazier. \$10 page up, Pub.
- Institutional Jobber**, 222 E. 42d St., New York. (M) Experience articles on selling to hotels, restaurants, hospitals, clubs, schools 100 to 1500, fact items, photos. Gene Van Guilder. 1c up, Acc.
- International Blue Printer**, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and construction engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.
- Jewelers' Circular**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1c to 2c, Pub.
- Keystone, The**, 1505 Race St., Philadelphia. (M) Well-written articles on jewelry store management and merchandising 750 to 2000; news of jewelry trade. 1 to 2c, news 30c inch up, photos \$1.50 to \$4, Pub.
- Laundry Age**, 1478 Broadway, New York. (M-20) News and features of laundry industry. Specific requirements on request. Regular correspondents. J. M. Thacker. Ind., Pub.
- Laundryman's Guide**, 506 Bona Allen Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundries 750 to 1800, general news items 50 to 400. H. S. Hudson, Ed.; W. B. Savell, Mng. Ed. ½ to 1c, Pub.
- Linens & Domestics**, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods; interior or window display photos. Julien Ellenbein. 1 to 2c, photos \$1 to \$3, Pub.
- Magazine of Light, The**, Nela Park, Cleveland, O. (M-20) 1000-word feature articles of unusual lighting installations; merchandising articles. J. L. Tugman. 1c, Acc.
- Manufacturing Jeweler, The**, 42 Weybosset St., Providence, R. I. (2M) Material staff-prepared or obtained through special arrangement. W. Louis Frost. ½c, Pub.
- Materials Handling & Distribution**, 420 Lexington Ave., New York. (M-30) Practical, not theoretical, articles on efficient and economical systems of handling materials mechanically, either in production or physical distribution operations. John A. Cronin. Ind., generally Pub.
- Meat Merchandising**, 105 S. 9th St., St. Louis. (M) Practical merchandising articles of trade. No grocery interviews. John L. Hoppe. ¾c, Acc.; 1c, Pub. (Overstocked till July.)
- Merchandising Ice**, 435 N. Waller Ave., Chicago. (M-25) Articles on sales plans, advertising displays and developments related to ice-using equipment. J. F. Nickerson. ½ to 1c, Acc.
- Metalcraft**, 4th St. at Clinton, Jamestown, N. Y. (M-50) Articles on metal work. L. M. Nichols. Good rates, Pub. (Query.)
- Milk Dealer, The**, 501-515 Cherry St., Milwaukee. (M-25) Problems related to preparing milk for distribution, selling and delivering. Edward Thom. ½c, Pub. (Overstocked.)
- Mill & Factory**, 420 Lexington Ave., New York. (M-35) Write editor for detailed instructions to contributors. Hartley W. Barclay. 2 to 10c, usually Acc.
- Millinery Trade Review**, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. ½ to 1c, photos \$2, Pub.

Modern Ice Cream Industry, 114 E. 32d St., New York. (M) Merchandising and allied distribution problems of ice cream manufacturers. Prentice Winchell. 1c, Pub.

Modern Packaging, 11 Park Place, New York. (M-35) Illustrated articles on package production and merchandising, on assignment only. D. E. A. Charlton. 1 to 4c. Pub.

Modern Stationer, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$3, Pub.

Mortuary Management, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. ½ to 1c, Pub.

Motor Boat, 10 E. 39th St., New York. (M) Articles on boat and engine selling and manufacturing methods 800 to 1000, short kinks, news items of builders and dealers. Gerald T. White. \$10 page, Pub.

Motion Picture Herald, 1790 Broadway, New York. (W) Only authoritative material of interest to motion-picture exhibitors in conduct of business. Terry Ramsaye. Inc., Pub.

Motor Freight, 431 S. Dearborn St., Chicago. (M) News and features on motor truck organizations and maintenance. R. S. Torgerson. 1c, Pub.

Music Merchants News, Box 310, Springfield, O. (M) Concise articles about successful music merchants. Edgar C. Hanford. 1 to 2c, photos \$2, Acc.

Music Trade, 113 W. 57th St., New York. (M) News and features of trade. H. P. Knowles. Low rates, Pub.

Music Trade News, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instruments. Albert R. Kates. ½c up, Pub.

Music Trade Review, 420 Lexington Ave., New York. (M) Stories on successful music dealers. B. B. Wilson. Low rates, Pub.

National Builders Supply Dealer, 948 Builders Bldg., Chicago. (M-10) Brief accounts and photos of new motor truck fleets, bins, cranes, conveyances, etc., in use by retail builders' supply dealers. Geo. A. Olson. 25c inch (42 words), Pub.

National Bottlers' Gazette, 233 Broadway, New York. (M-50) Features of interest to the soft-drink bottling trade. W. B. Keller, Jr. \$7.50 page, Pub.

National Butter and Cheese Journal, 5th and Cherry Sts., Milwaukee. (2-M) Articles on manufacture and distribution of butter and cheese. Edward Thom. ½c, Pub. (Overstocked.)

National Carbonator & Bottler, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated articles on business building methods for bottled soft drink plants, in actual use, 750 to 2000; news items 50 to 100. W. B. Savell. ½ to 1c, photos 50c to \$1, Pub.

National Cleaner & Dyer, 305 E. 45th St., New York. (M-35) Success stories, technical, salesmanship articles. Roy S. Denney. Fair rates, Pub.

National Jeweler, 536 S. Clark St., Chicago. (M-25) Limited market. Strictly merchandising subjects, illustrated, 250 to 500. Francis R. Bentley. ½ to 1c, Acc.

National Retail Lumber Dealer, 824 Hearst Bldg., Chicago. (M) Actual interviews with lumber dealers, stressing specialty departments, and lumber retail stores; fillers and shorts. Lyman M. Forbes. 1c, Pub.

Northwestern Confectioner, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. Fair rates, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Technical articles on flour milling industry, emphasis on merchandising. Query first. Carroll K. Michener, Mng. Ed. ½ to 1c, Acc.

Office Appliances, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. H. W. Martin, Asst. Ed. 30c inch, Pub.

Optometric Weekly, 15 N. Wabash Ave., Chicago. Optometric trade miscellany. ½c, Pub.

Pacific Bottler, 853 Howard St., San Francisco. (M) News and features of Western bottlers with photos. Clyde Lightbody. 1c, Pub.

Pacific Coast Merchant, 350 Battery St., San Francisco. (M) Constructive articles of western department stores. Mrs. D. L. Newman. Low rates, Pub.

Pacific Drug Review, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Low rates, Pub.

Pacific Retail Confectioner, Woodlark Bldg., Portland, Ore. (M) Trade-building articles for retail confectioners and soda-fountain owners 500 to 2000. F. C. Felter. \$5 page, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to transportation, railways, motor trucks, warehouses, on packing, handling, distribution, loss and damage in shipping, etc., 1000 to 2500. C. M. Bonnell, Jr. ½ to 1c, photos 50c to \$1, Pub.

Paper Selling, 1911 Conway Bldg., Chicago. (M-10) Creative, aggressive paper and paper products salesmanship articles up to 1200. Frank C. Petrine. ½c up, Acc.

Petroleum Age and Service Station Merchandising, 500 N. Dearborn St., Chicago. (M) Articles on merchandising and distribution of petroleum products, details of successful marketing businesses. Pub.

Petroleum Marketer, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M) Illustrated merchandising articles on gift and picture shops. C. Larkin. About ¾c, Pub.

Plumbing & Heating Contractors Trade Journal, 515 Madison Ave., New York. (M) Articles covering merchandising activities of successful plumbing and heating contractors. R. G. Bookhout. Good rates, Acc.

Power, 330 W. 42d St., New York. (W-15) Technical articles on power generation up to 3000, by engineers or power executives. \$10 to \$12 page, 1200 words, Acc.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (2M-15) Articles on power plant operation, appliances and use 500 to 1500. Arthur L. Rice. ¾c, Pub.

Printing, 41 Park Row, New York. (Bi-W-25) Printing plant and sales management articles up to 2000, trade news of employing printers in plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 27 to 40c per inch, photos ½ space rates, Pub.

Progressive Grocer, 79 Madison Ave., New York. (M) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos, trade jokes. Ralph F. Linder. 1 to 2c, Acc.

Publishers' Weekly, 62 W. 45th St., New York. (W-15) Articles on publishing, book selling, sales promotion, etc. Frederic G. Melcher. 1c, Pub.

Radio-Music Merchant, 420 Lexington Ave., New York. Features on merchandising of radios by radio and music dealers 1000. V. H. Moynahan. 1c, photos \$2, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigerated Food News, 550 Maccabees Bldg., Detroit. (M-10) Articles on application of refrigeration to foods; successful merchandising methods; news concerning quick-frozen foods, commercial refrigeration sales organizations, new developments in food products, etc. Geo. F. Taubeneck. 1c, Pub.

Refrigeration, 711 Glenn St., Atlanta, Ga. (M-25) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigeration. Hal Reynolds. \$4 column, Pub.

Restaurant Man, The, 270 Washington St., Brooklyn. (M-25) Articles on operation, management or construction of restaurants 1500 to 2000; photos essential. M. E. Lerner. ½c, Pub.

Restaurant Management, 222 E. 42d St., New York. Articles, 1000 to 1500, telling how leading operators are overcoming cut-throat competition or effects of depression. Ray Fling. 1 to 5c, Acc.

Retail Bookseller, 55 5th Ave., New York. (2-M-10) Articles of definite interest to booksellers and rental library proprietors, 1500 to 2500. Francis Ludlow. 1c, Acc.

Retail Druggist Illustrated, 250 Lafayette Blvd., Detroit, Mich. (M-15) Illustrated merchandising articles 500 to 2000, series, editorials 50 to 500, window display photos, advertising samples. E. N. Hayes, Ind., Acc.

Retail Furniture Selling, 222 N. Bank Drive, Chicago. (M-15) Short fact items on furniture merchandising. Feature articles usually only on assignment. L. S. Lees. 1c, ads 50c, photos \$2 plus photographer's bill on ordered photos, Pub.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-15) Articles on various phases of retailing—advertising, delivery, credits, salesmanship, etc., 1500 to 2000. Special attention to home furnishings. William Nelson Taft. 1 to 1½c, photos \$3 Acc.

Retail Tobacconist, 117 W. 61st St., New York. (W-15) Articles on business methods of successful tobacconists 500 to 1500. H. B. Patrey. ½c, Pub.

Rock Products, 542 S. Dearborn St., Chicago. (2-M) Articles on cement, lime, gypsum, quarries, sand and gravel plant operations, etc. N. C. Rockwood, Ind., Pub.

Seed Trade News, 60 W. Washington St., Chicago. (W) Seed news only. N. C. Helms. ½c, Pub.

Seed World, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. ½c, Pub.

Service Station News, 369 Pine St., San Francisco. (M) Western articles on service station operation. Buys little except from regular correspondents. R. H. Argubright. ½c, photos \$1 up, Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing, news items of factories. E. E. Cote. 1c, news $\frac{1}{2}$ c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 500 to 1500, verse on shoe repairing 1 to 4 stanzas, fact-items, fillers 50 to 100, jokes. A. V. Fingulin. $\frac{1}{2}$ c to $\frac{1}{3}$ c, Pub.

Soda Fountain, The, Graybar Bldg., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches. John R. Ward. 1c, Pub. (Overstocked.)

Southern Funeral Director, 711 Glenn St., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Hal Reynolds. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

Southwestern Bottler, 429 Milam Bldg., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana, and Arkansas. Ruel McDaniel. $\frac{1}{2}$ c up, Pub.

Southwestern Jewelers' Forum, 812 Wholesale Merchants Bldg., Dallas, Tex. (M-10) Interviews with successful retail jewelers in southwestern states. Joe Buckingham. $\frac{1}{2}$ to 1c, Pub. (Not in market.)

Spice Mill, The, 103 Water St., New York. (M-35) News from tea, coffee, and spice centers. Limited market for brief articles. C. S. Sewell. $\frac{1}{2}$ to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated reviews on merchandising, store arrangement, news. C. T. Felker. $\frac{1}{2}$ c up, Pub.

Sporting Goods Journal, 139 N. Clark St., Chicago. (M) Specific feature articles describing successful merchandising plans; photos. Ames A. Castle. $\frac{1}{2}$ c up, Pub.

Starchroom Laundry Journal, 415 Commercial Sq., Cincinnati, O. (M-25) Feature articles on laundry business, 1000. J. N. Wheeler. $\frac{1}{2}$ to 1c, Pub.

Swimming Pool World, 29-10 Northern Blvd., Long Island City, N. Y. (M) Articles on designing and construction of pools; maintenance, operation. Charles W. Wood. Pub.

Syndicate Store Merchandiser, 951 Broad St., Newark, N. J. (M-20) Articles on 5-and-10c store merchandising, displays. Beverland M. Ramsey. 1c, Pub.

Tires Magazine, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and service station operators 1500 to 2000. Jerome T. Shaw. $\frac{1}{2}$ to 1c, news items 25c inch, fillers $\frac{1}{2}$ c, photos \$3, Pub.

Toilet Requisites, 250 Park Ave., New York. (M-35) Verified interviews with drug or department store buyers or higher executives concerning toiletries retailing in cities 25,000 or over. Photos. No general stories. Keep under 1200. S. G. Swift. 1c, Acc.

Voluntary Chain, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary organizations, 1000 to 2000. 1c, photos \$2, Pub.

Warm Air Heating, 105 S. 9th St., St. Louis. (M) Editorial board supplies 80% of material. Query editor. Paul L. Reed. 1 and $\frac{1}{2}$ c, Pub.

Western City, 1206 S. Maple Ave., Los Angeles. (M-25) Technical and semi-technical articles and news concerning municipal government, water works, streets, etc., in cities of 11 western states. Winston R. Updegraff. $\frac{1}{2}$ to $\frac{1}{3}$ c, photos \$1, Acc.

Western Confectioner and Ice Cream News, 853 Howard St., San Francisco. (M-35) News and features of Western candy, ice cream, fountain trade. Russell B. Tripp. Fair rates, Pub. (Overstocked.)

Western Florist, 312 E. 12th St., Los Angeles. (2-M) News and features of successful florists. M. J. Phillips. $\frac{1}{2}$ c up. (Overstocked.)

Western Hotel Reporter, 651 Market St., San Francisco. (W-15) Illustrated articles of interest to hotel men. E. A. Hammesfahr. 20c inch, Pub.

Western Wood Worker and Furniture Manufacturer, 71 Columbia St., Seattle, Wash. (M-20) Articles on wood-working plant operations, illustrated interviews with plant managers and superintendents, western locale, 1000. Nard Jones. $\frac{1}{2}$ to 1c, Pub. (Overstocked.)

Wholesale Druggist, 330 W. 42d St., New York. (M) Concrete drug business articles. Jerry McQuade. 1c up, Pub.

Wood Construction, Xenia, O. (2-M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. \$10 page, including art, Pub.

Wood Working Industries, 415 W. 4th St., Jamestown, N. Y. (M-40) Technical wood-working management and production articles. L. M. Nichols. Good rates, Pub. Query.

LIST D

Juvenile and Young People's Publications

Ambassador, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 2000 to 3000, serials 6 to 12 chapters 2000 each; travel, biographical, practical articles 2000; verse. Noble Van Ness; Novella Dillard Preston. $\frac{1}{2}$ c, poems \$1 to \$2.50, Acc.

American Boy, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Older boys' interests. George F. Pierrot. 2c up, Acc. (Out of market till January, 1933.)

American Girl, 670 Lexington Ave., New York. (M-15) Ages 12 to 18. Girl Scouts publication. Action short-stories 3500 to 4500; articles by arrangement. Miss Margaret Mochrie. 1c up, Acc.

American Newspaper Boy, 15 W. Fifth St., Winston-Salem, N. C. (M) Short-stories of adventure, modern newspaper carrier boy heroes, 1600 to 2000. Bradley Welfare. $\frac{1}{2}$ c, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany. $\frac{1}{3}$ c up, Acc.

Boys and Girls, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls up to 12. Short-stories 600 to 1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. C. H. Battle. $\frac{1}{2}$ c, Acc.

Boy's and Girl's Comrade, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (M) Ages 9 to 15. Character and educational articles 500 to 1500, wholesome short-stories 1000 to 2000, serials 5 to 15 chapters, editorials 250 to 500, verse 2 to 6 stanzas, fact items, fillers. L. Helen Percy. \$2 to \$2.50, photos 25c to \$1, Pub.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 13 to 17. Short-stories 2000, serials, illustrated articles 100 to 1500, verse, miscellany. Glenn McRae. \$4 to \$5 per M., Acc.

Boys' Life, 2 Park Ave., New York. (M-20) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories, preferably 2000 to 3000, serials up to 30,000, articles up to 2000. James E. West. 2c up, Acc. (Overstocked.)

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500, serials 4 to 6 chapters, 2200 each, scientific, success articles up to 300, occupation articles 150 to 500, successful boys, curiosity, scientific news items, miscellany. Fiction 1c up; articles, fillers $\frac{1}{2}$ c up, Acc.

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500 to 2500, serials 2 to 12 chapters 2000 each; descriptive, biographical, travel articles up to 2000; verse. Hight C. Moore; Noble Van Ness. $\frac{1}{2}$ c, verse \$1 to \$2.50, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-35) Ages 2 to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. $\frac{1}{2}$ to 1c, Acc. (Overstocked.)

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers, nature, fact, how-to-make-it articles 300 to 1000. Bible puzzles. Charles G. Trumbull; John W. Lane, Asso. \$10 a story, fillers \$1 to \$4, puzzles \$1 to \$2, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young People 18 to 24. Wholesome short-stories 2500 to 3500, serials 30,000 to 40,000, illustrated articles 1000 to 2500, fact items 200 to 1000, verse. A. D. Moore. Fillers $\frac{1}{2}$ c up, fiction 1c up, verse \$5 to \$10, Acc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 900 to 1000, short articles, editorials 250 to 300, verse up to 12 lines. Fiction 1c up; articles, fillers $\frac{1}{2}$ c up, Acc.

Epworth Herald, 740 Rush St., Chicago. (W-5) Articles on youth's activities 1000 to 1200, religious essays 200 to 300, short-stories 1000 to 1500, serials 20,000 to 30,000; nature, religious verse up to 20 lines. W. E. J. Gratz. $\frac{1}{2}$ c, verse 15c line, photos \$3 to \$5, Acc.

Epworth Highroad, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 8 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt. $\frac{1}{2}$ to 1c, verse 25c line, Acc.

Everygirl, Lyon at Ottawa, Grand Rapids, Mich. (M-15) For Camp Fire girls. Short-stories 2000 to 3000, serials 12,000 to 15,000; articles on sports, camping, parties, handicraft. Marta K. Sironen. $\frac{1}{2}$ c, photos \$1, Acc.

Forward, Presbyterian Bd. of Christian Education. Witherspoon Bldg., Philadelphia. (W) Boys and girls, 14 to 21 years. Short-stories 2500 to 3000, serials (overstocked), illustrated articles 700 to 1000, fillers 150 to 400. John T. Faris. Up to $\frac{1}{2}$ c, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800, short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

Frank Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young people, teen ages. Moral short-stories 2000 to 2500, serials 20,000 to 25,000, verse, miscellany. O. T. Anderson. \$4 to \$5 per M., Acc.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Out-of-door short-stories 1800 to 2000, serials, miscellany. $\frac{1}{3}$ c up, Acc.

Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Girls 13 to 17. Short-stories 2500, serials 9 to 10 chapters, articles 100 to 2000, poems up to 20 lines. Frances Woolery, \$4 to \$5 per M, Acc.

Girls Companion, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 13 to 17. Short-stories 2000 to 2500, serials 4 to 6 chapters 2200 each, illustrated occupation articles 150 to 800. Inspiration and information material 100 to 3000. Fiction 1c up; articles, fillers $\frac{1}{2}$ c up, verse 10c line, photos \$1.50 to \$3, Acc.

Girl's World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W) Ages 13 to 16. Wholesale action short-stories 2500, serials of 2500-word chapters. Informative articles 200 to 800, photos. Owen C. Brown. \$4.50 to \$6 per M., Acc.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys, 10 to 17. Short-stories 2000 to 3000, serials 4 to 10 chapters, miscellany. $\frac{1}{2}$ c up, Acc.

John Martin's Book, 300 4th Ave., New York. (M-50) Children up to 12. Informative articles up to 2000, little tot short-stories 1000 to 1200, short stories of fact, romance, fancy for older children up to 2000; serials, boy and girl appeal, 6 chapters of 2500; short and narrative verse, craft articles, continuity jokes. John Martin; Helen Waldo, assistant. 1 to 3c, verse 25c line up, Acc.

Junior Christian Endeavor World, 41 Mt. Vernon St., Boston. (M-5) Short-stories 1500; items on current events, history, travel, Bible, children's organizations, etc., 100 to 500; illustrations. Overstocked on serials. Stanley B. Vandersall. $\frac{1}{2}$ c, Acc.

Junior Home Magazine, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles, miscellany. Bertha M. Hamilton. 1c, Pub.

Junior Joys, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W) Boys and girls 9 to 12; short-stories 1500 to 1800, serials 6 to 12 chapters, short miscellany. Mabel Hanson. $\frac{1}{2}$ c, Acc.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, verse. $\frac{1}{3}$ c, Acc.

Junior Safety Patrol, 1791 Howard St., Chicago. (M) Teen-age boys' material. F. C. Singleton. 1c, Pub. (Slow.)

Junior World, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000, serials 8 to 12 chapters, poems up to 16 lines, informative articles 200 to 600. Hazel A. Lewis. \$4 to \$5 per M, Acc.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-8) Children 9 to 12. Short-stories up to 2500, serials 2500-word chapters, miscellany. Owen C. Brown. \$5 per M, Acc.

Kindergarten Primary Magazine, 278 River St., Manistee, Mich. (Bi-M-20) Ages 4 to 6. Short-stories up to 500, short verse; articles on child training up to 1500; games, instructive playlets. Grace C. Dow. \$1 to \$5 per article, verse 25c to \$1, Acc.

Little Folks, The, Augustana Book Concern, Rock Island, Ill. (W) Religious material, children 5 to 8. Mrs. Edith Cling Palm, Hector, Minn. Low rates, Pub.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Older boys and girls. Illustrated descriptive articles, short-stories 3000 to 3500, serials 6 to 12 chapters. Fair rates, Acc.

Mayflower, The, Pilgrim Press, 14 Beacon St., Boston. (W) Children under 9. Short-stories 300 to 700, verse. Fair rates. Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, medium ages. Religious stories 500, verse 8 to 12 lines. Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. $\frac{1}{4}$ to $\frac{1}{2}$ c, Pub.

Onward, 8 N. 6th St., Richmond, Va. (W-3) Young People. Character building short-stories, serials, short articles, editorials, verse. Miss Clarabel Williams. \$3 to \$5 per M., Acc.

Open Road for Boys, 130 Newbury St., Boston. (M-10) Boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500, serials up to 40,000, articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Acc. and Pub.

Our Little Folks, United Brethren Pub. House, Dayton, O. (W) 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to $\frac{1}{2}$ c, Acc.

Picture Story Paper, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. $\frac{3}{4}$ to 1c, Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories 400 to 800, verse. \$3 per M up, verse 50c stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters 2500 each, illustrated articles 800 to 1000. John T. Faris. Articles up to $\frac{1}{2}$ c, stories \$12 up, photos 50c to \$2, Acc.

Play Mate, 3025 E. 75th St., Cleveland, O. (M-15) Juvenile short-stories 600 to 2500, serials by arrangement; illustrated natural history articles 600, fillers, photos. Very few fairy tales. Esther Cooper. 1 to 3c, verse 25c line, Acc.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Wholesome action short-stories 1500 to 3000, serials 20,000 to 25,000, vocational, project articles on assignment only, editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Acc.

Queen's Gardens, Presbyterian Bd. of Christian Education. Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters, 2500 each; illustrated travel, nature articles 800 to 1000. John T. Faris. Articles up to $\frac{1}{2}$ c, stories \$12 up, Acc.

Ropeco Magazine, Rogers, Peet & Co., 842 Broadway, New York. (M-Free) Boys 5 to 16. Adventure, animal, boy-interest short-stories, articles, jokes, miscellany. Miss L. F. Roth. $\frac{1}{2}$ c, Acc.

Sentinel, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories, biographical, historical, scientific, discovery articles 1500. Novella Dillard Preston; Noble Van Ness. $\frac{1}{2}$ to $\frac{3}{4}$ c, Acc.

St. Nicholas, 1123 Broadway, New York. (M-35) Boys and girls, 10 to 14. Distinctive action short-stories up to 3500, serials by commission, brief amusing verse. May Lamberton Becker. 1c up, verse 25c line, Acc.

Stories, Presbyterian Bd. of Pub., 420 Witherspoon Bldg., Philadelphia. Primary children. Character-building short-stories 500 to 800. $\frac{1}{2}$ c, verse 5 to 15c line, Acc.

Storyland, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000, poems 4 to 12 lines, simple puzzles. Hazel A. Lewis. \$4 to \$5 per M, Acc.

Storytime, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8 and parents. Short-stories 200 to 600, articles 100 to 300. Overstocked with verse. Agnes Kennedy Holmes. $\frac{1}{2}$ c, Acc.

Story World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) Very little children. Short-stories 300 to 600; verse. $\frac{1}{2}$ c, Acc.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500 to 3000, serials of character development 20,000 to 30,000, articles with photos 1200 to 1800, editorials 300 to 700, verse 8 to 20 lines, fact items, fillers, 200 to 500. Alfred D. Moore. $\frac{1}{2}$ to $\frac{1}{4}$ c, verse \$2.50 up, Acc.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 12 to 17. Short-stories 2500 to 3500, serials 2 to 10 chapters, articles 1000 to 2000; verse. Rowena Ferguson. $\frac{1}{2}$ c up, Acc.

Watchword, The, United Brethren Pub. House, Dayton, O. (W) Short-stories 1500 to 3000, serials for young people, miscellany. E. E. Harris. \$1.50 to \$2 per M, Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Uplifting short-stories 800 to 2500, serials 2500 to 8000, verse, puzzles. Jane Palmer. Up to 2c, verse up to 25c line, Acc.

Wellspring, The, Pilgrim Press, 14 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories, serials, verse, miscellany. 2/3c, Acc.

What To Do, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500, serials 4 chapters 2500 each, informative articles 1200 to 1500, editorials up to 800. Helen Miller Stanley. Fiction 1c, articles, fillers $\frac{1}{2}$ c, Acc.

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Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, anti-tobacco, character-building articles and short-stories up to 1500; puzzles. Katharine P. Crane. Moderate rates, Pub. No payment for verse.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 2000, verse. Elsa Wehl. Under 1¢, verse \$5, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) 17 years up. Character-building short-stories 2500, serials of ten 2500-word chapters, illustrated articles up to 2000, miscellany. Owen C. Brown. About ½¢, poems \$1 up, photos 25¢ up, Acc.

Young People, The, Augustana Book Concern, Rock Island, Ill. (W) Articles and stories, Christian ideals for children 11 to 16. Dr. Geo. A. Fahlund, 533 Crescent, N. E., Grand Rapids, Mich. Low rates, Acc. (Overstocked.)

Young People's Friend, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Educational articles, essays 1000 to 1500, short-stories 1200 to 2500, serials 5 to 15 chapters, editorials, verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 per M, verse 5¢ line, Pub.

Young People's Paper, 1816 Chestnut St., Philadelphia. (W) Teen ages. Feature and inspirational articles under 1500, short-stories up to 300, serials 13,000. \$4 to \$5 per M, Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 3000, serials 4 to 6 chapters of 3000, illustrated articles on curiosities, science; success stories, miscellany. Helen Miller Stanley. Fiction 1¢, articles ½¢, photos \$1 to \$3, Acc.

Youth, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) For youthful persons of all ages. Solution of problems from standpoint of Christ teachings. Short-stories 1500 to 3500, articles 500 to 1500, poetry 4 to 16 lines. Ernest C. Wilson. 1¢ up, verse 25¢ line up, Acc.

Youth's Comrade, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City. (W) Boys and girls, high-school ages. Short-stories 2000, serials, articles, miscellany. ½¢, Acc.

Youth's World, Am. Baptist Pub. So., 1703 Chestnut St., Philadelphia. (W-5) Boys, teen ages. Short-stories 2500, serials 2500 each chapter, articles, editorials, fact items, photos. Owen C. Brown. ½¢ up, Acc.

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THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

Startling Detective Adventures, 529 S. 7th St., Minneapolis, is experiencing no depression, writes Leonard W. Diegre, editor. "As a matter of fact, times were never better. Writers of fact detective stories will find a gold-edged welcome waiting for them. Stocks are comparatively low and the book is wide open to all lengths and types of true crime cases. Right now the crying need is for variety. We want fast-moving, dramatic accounts of bank raids, jailbreaks, and jewel thefts. In short, there's a definite hole for pithy detective-action and mystery yarns whose big punch does not entirely devolve upon scenes of violent death. Murder cases are by no means taboo, but they must be outstanding, and possess, to a marked degree either clever sleuthing or puzzling ramifications, to compel acceptance. Payment is liberal, ranging from 1½ cents a word and up, with a minimum rate of \$3 each for accepted photographs. The manuscript department is operating on a ten-day limit, which means faster decisions and faster checks. To avoid loss of effort, query the editor before proceeding with the actual work of writing. A prompt reply will indicate availability of material and insure intelligent cooperation."

Travel, issued by Robert McBride & Co., 4 W. 16th St., New York, and edited by Coburn Gilman, is very much alive and has not been discontinued, as inadvertently stated in our April issue. The April item stated that the Irving Trust Co. had been named as receiver for various defunct magazines, including *Travel*. This was erroneous. The intention was to mention *Nomad*, a travel publication, which, of course, was discontinued several months ago.

Thomsen-Ellis Co., Water and Gay Sts., Baltimore, Md., write: "We are interested in getting in touch with an author who can write or has already written a fanciful story book, or book of jingles, which can be appropriately illustrated in color and used by one of our clients, a food product manufacturer, as a gift with their merchandise at Christmas." This letter, signed by A. L. Erickson, does not indicate whether adult or juvenile material is desired. We suggest that writers send a query letter, outlining what they have to offer, before submitting manuscript.

The Poetry Book, announced for publication by the Paebur Publishing Co., 2 Duane St., New York, apparently is merely being issued as "bait" for an anthology scheme. Contributors who submitted manuscripts have received "acceptances" contingent upon their purchase of ten copies of a proposed state anthology. A prize contest announced this month by the Paebur Co. is not recommended, in view of the company's apparent policy.

Young's Magazine and *Breezy Stories*, 1071 Sixth Avenue, New York, recently wrote: "We do not care for stories told in the first person. There is apparent in such stories, as compared with the usual method, a certain lack of interest due to the single viewpoint of the one individual. That, of course, is completely obviated when the author uses that method to display for us the characteristics of the narrator, whose telling of the story is a complete betrayal of his idiosyncrasies, or abnormality, or what not. These characteristics give piquancy to his view of the events narrated; in fact, they may be prime factors in the development. Such a story is acceptable told in the first person, and there are one or two other types that must be so told, which might appeal to us. We want nothing to do with the so-called confession type. Short-stories may be any length between 3000 and 6000 words. We buy a few shorter to fill in odd holes, and an occasional longer one to balance a novelette shorter than usual. We do not care for stories where inferior races are considered on terms of sex equality with whites. We prefer stories completely without color as to religion. We prefer an American setting. Hollywood and the great war as a background have been done to death. The peppier stories go to *Breezy*, the more conservative to *Young's*. For the latter, stories must display a fine order of technical excellence and craftsmanship. All stories submitted are considered for both magazines." Cashel Pomeroy is editor and payment is at 1 cent a word on acceptance.

Broadway Nights, formerly issued by the Narvel Publishing Co., 305 E. 46th St., New York, apparently has been discontinued. A letter asking for a check or the return of a story which was to have been used in the April issue was returned by the post office. Other magazines of this group, *Pep Stories* and *Spicy Stories*, were taken over by the Merwil Publishing Co., 1025 Longacre Bldg., New York.

A new poetry journal to start publication in the early part of 1933 is announced by Miss M. Patricia Ledyard, Rt. 3, Box 66, Modesto, Calif., who states: "The journal will be published in San Francisco, but contributions should be sent to the Modesto address. We are in the market for unpublished original poetry by American writers. No humorous verse will be accepted. Payment is at from ½ to 1 cent per word on acceptance."

Greater Show World, 1547 Broadway, New York, edited by Johnny J. Kline, is in the market for articles on show people in the show business, also for short-stories and novelettes on the theatrical business, fillers, and news items. Payment is stated to be at 1 cent a word on publication.

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Popular Publications, 205 E. 42d St., New York, are pursuing the following method of payment for their various magazines, according to a letter from Harry Steeger, editor: "*Battle Aces* and *Daredevil Aces* have always paid on acceptance and will continue to do so. *Gang World* pays on the average of about thirty days before publication. *Dime Detective* pays very promptly on acceptance, and has many times paid within 24 hours of receipt of a story. *Western Rangers* is to be discontinued. Rates for all magazines of this group are 1 cent a word or better.

Astounding Stories, 155 E. 44th St., New York, has become a bi-monthly, and *Strange Tales*, also of the Clayton group, at the same address, has become a quarterly. Both magazines are consequently overstocked.

The Home Experimenter, W. Forest Home Ave. at St. Charles Place, Milwaukee, Wis., is announced as a new magazine to be on the newsstands late in June. Richard H. Crosse, editor, writes: "We are in the market for illustrated articles up to 1500 words on experiments and research work that can be carried on in the home, how-to-make-it articles up to 1000 words, 300-word fillers on home devices, and short bits, less than 100 words, on needed inventions. We pay on publication, ½ cent per word for long articles, 1 cent per word for fillers, and \$1 up for photographs."

The present titles of the Hersey Publications, 570 7th Ave., New York, are *Complete Gang Novel*, *Racketeer* and *Gangland Stories*, *Gangster Stories*, *Outlaws of the West*, *Slapstick*, and *Haywire*. Former magazines of the Hersey group, which have been discontinued, are *American Autopsy*, *Courtroom Stories*, *Front Page Stories*, *New York Stories*, and *Speed Stories*.

The Authors' League of America moved its headquarters on May 1 to 9 E. 38th St., New York.

Kaleidograph, *A National Magazine of Poetry*, 702 N. Vernon St., Dallas, Tex., is the new name adopted by the former *Kaleidoscope*, edited by Whitney and Vaida Stewart Montgomery. The policy of the magazine will remain unchanged. About thirty poems are used each month; no restrictions as to length or form, but short, rhymed poems are preferred. Payment is in prizes only.

The Arena, 2739 Palethorp St., Philadelphia, has been combined with *Strength*, at the same address, and the title hereafter will be *Arena and Strength*.

Success Magazine, International Bldg., Washington, D. C., is not in the market for material, as it is devoted exclusively to news of the Success League, writes Herbert Hungerford, director.

Messrs. Geo. Newnes, Southampton Street, London, W.C.2, England, who publish various popular magazines, have entered the list of book publishers, and are prepared to consider novels and manuscripts on subjects of general interest.

Amateur Movie Craft, 210 Armstrong Bldg., Jersey City, N. J., is a new magazine using material of interest to amateur movie makers, still photographers, and camera clubs. William J. Shannon is editor. No payment is made for material at present.

Gotham House, Inc., 66 Fifth Avenue, New York, is a new book publishing firm which intends to issue a small list of about 14 titles a year. Coley Taylor is president and editor.

Contempo, Tankersley Building, Chapel Hill, N. C., is a new review of books, published every three weeks and edited by M. A. Abernathy and A. J. Butitta, with a distinguished list of contributing editors. It encourages literary controversy, and is apparently open to contributions of various literary types, though information as to whether it pays for material is not at hand.

College Stories, 79 Seventh Ave., New York, is no longer being published.

Southern Literary Review, P. O. Box 591, Atlanta, Ga., is the new title of the publication formerly entitled *The Antiochian*. It will use literary material of various types, writes Richard Merton Petty, but makes no payment at present.

Northwest Syndicate, 416 Hodgson Bldg., Minneapolis, writes that it is now overstocked with material and will not be able to buy any new features for quite a while.

The Dramatist, Easton, Pa., edited by Luther B. Anthony, uses only analyses of new plays about to be produced, and is apparently staff-written.

American Beauty, 152 W. 42d St., New York, edited by Henrietta Helston, is in the market for articles on beauty up to 1400 words, paying 1 cent a word on publication.

The Dancing Master, 6609 Cottage Grove Ave., Chicago, uses trade articles up to 1500 words for dancing teachers and students of dancing, but no payment is made.

Mid-West Story Magazine should now be addressed at P. O. Box 175, Vincennes, Ind. Chester Bolton, editor, writes that it will pay from ¼ to 1 cent a word on publication for dramatic historical articles of 200 to 800 words on the old Northwest (Indiana, Illinois, Ohio, Wisconsin, Michigan, and Minnesota), also for filler material in lengths of 100 to 300 words. Photos are paid for at from \$1 to \$3 each. Publication usually will follow within sixty days after acceptance.

Child Welfare Magazine, 1201 16th St., Washington, D. C., is not in the market for verse. It uses articles on child care and training, preferring word lengths under 2000. Payment is at ½ cent a word on acceptance.

The Verse-maker, Lawrenceville, Ill., is a new poetry magazine edited by Miss R. Albright. It desires cleverly written rhymed verse, but apparently makes no payment for material.

St. Nicholas, formerly at 155 E. 14th St., New York, has passed to new ownership and is now located at 1123 Broadway.

Criterion Publishing Co., 1118 Chestnut St., Philadelphia, announces that, for the present, it has discontinued plans for publishing a general fiction and movie magazine. It issues other publications which are local in aspect.

Bunk, 155 E. 44th St., New York, informs contributors that it is in the market only for cartoons with accompanying gags.

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American School Board Journal is now located at 407 E. Michigan Street, Milwaukee, Wis. It is edited by William George Bruce and William C. Bruce. Articles of from 500 to 5000 words on school administration and other problems related to the organization and conduct of schools, school finance, architecture, etc., are used. Occasional photos of children as related to school activities are purchased, also good new school buildings. Vary rarely, short-stories and verse on school subjects may be considered. Payment is on acceptance at $\frac{1}{2}$ cent per word.

School Management, 114 E. Thirty-second Street, New York, writes that it is interested only "in practical, helpful articles on the administration, construction, and equipment of schools. Articles should be authoritative and written preferably by school executives themselves, or, if written by others, should cite definitely the experiences of various schools (naming them) and quoting school superintendents, principals, or other administrative officers. Articles should be not over 1500 words, preference given to those even shorter. When practical, submit human-interest photos with articles. For the department, 'How Other Schools Do It,' helpful articles of not more than 250 words are considered. The magazine is not interested in general theories of education; all articles must deal with specific, practical problems." Payment is at 1 cent a word and up, on publication.

The Fleming H. Revell Company, book publishers, 158 Fifth Avenue, New York, in a recent statement by Philip I. Roberts of the editorial staff, made it clear that while the main activities of the company are religious and missionary publications, it will look kindly on books of permanent value with historical or educational background, carrying moments of thrilling experience.

The Passing Show, Odham's Press, Long Acre, London, W.C.2, England, has undergone an alteration in makeup, designed to produce a British equivalent of the American *Saturday Evening Post*. A correspondent reports that the general contents are on lines of the *Post*, and that there are openings for humorous sketches of about 150 words, also topical and controversial articles, interviews with famous people, articles of general interest, adventure articles, and short-stories.

Youth's World, 1703 Chestnut Street, Philadelphia, a Baptist Publishing Society magazine for boys in their teens, desires interesting, informative, character-building stories based on subjects that normal boys like; also articles on things to make. "Brevity is desired, as space is limited," writes S. G. Fisher, assistant editor. "War tales, stories of Indian fighting, love stories, and stories of criminals are not desired. Our supply is usually far in excess of the demand." Payment is at about $\frac{1}{2}$ cent a word on acceptance.

Illustrated Detective Magazine, 55 Fifth Ave., New York, desires fictional names used in its short fiction stories, but wants them based on fact. Length limits are from 1500 to 3000 words. Good rates are paid on acceptance.

The Chicagoan, 407 S. Dearborn Street, Chicago, no longer uses verse.

Two Gun Stories, 537 S. Dearborn St., Chicago, former magazine of Metropolitan Publications, Inc., is to be revived next September under the editorship of Samuel Bierman, former editor.

Sweetheart Stories, 100 Fifth Ave., New York, has been suspended.

Beautiful Homes Magazines, 407 S. Dearborn St., Chicago, has been discontinued.

Model Airplane News, 570 7th Ave., New York, has been revived under the editorship of Charles Hampson Grant.



PRIZE CONTESTS

Harper & Brothers, 49 E. 43d St., New York, announce their 1932-33 prize novel contest. Any author shall be eligible for the prize who is an American citizen and who has not published a novel in book form prior to January 1, 1921. Manuscripts must be submitted before February 1, 1933, accompanied by a declaration of the author that manuscript is submitted in competition for the prize. To the author of the best novel, Harper & Brothers will pay \$7500, of which sum \$2000 shall be an outright prize and \$5500 as minimum guarantee of royalties, to be paid six months after publication. No manuscript of less than 30,000 words shall be considered, and preference will be given to full novel lengths of 60,000 to 100,000 words. Judges are Sinclair Lewis, Dorothy Canfield and Harry Hansen. There are no restrictions as to setting and theme. A contestant may submit as many manuscripts as he chooses. The publishers will respect any pseudonym which the author may select. Novels written in collaboration are eligible.

The Mark Twain Association announces its sixth annual prize competition in which \$50 will be awarded to the person who sends in the ten best quotations from Mark Twain's books. Quotations must be typewritten, each followed by name of the book from which taken, chapter, and page. The number of words contained in the ten quotations (not exceeding 300) should be placed under name and address of the competitor. Contest closes October 1, 1932. Address Mrs. Ida Benfey Judd, 415 Central Park, New York.

The Brooklyn Sunday Eagle, Brooklyn, N. Y., offers varied prizes each week for letters. It also carries a "hidden object" contest weekly; prizes are \$100 to \$1 for each correct solution.

West, Garden City, New York, buys a few Western jokes and bits of comic verse, suitable for illustration, paying \$2.50 each. However, it seldom uses more than one a month. It also pays each two weeks a prize of \$25 for best letter received commenting on the stories or the magazine in general. None returned.

The Forum, 441 Lexington Avenue, New York, offers \$20 monthly for the best short letter pertaining to the contents of the magazine—either praise or criticism.

The Roycrofters, East Aurora, N. Y., offers monthly prizes of \$25 to \$10 for best short letters about "Junto" and its place in people's lives. Particulars, it is understood, will be sent on request.

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SO much has been written on salesmanship that articles must be highly specific and original to place. The inquirer is employed in a book store, and our first recommendation is *Publishers' Weekly*, 62 W. Forty-fifth Street, New York. A personal-experience, critical article might stand a chance with *Printers' Ink*, 185 Madison Avenue, New York. *Sales Management*, 420 Lexington Avenue, New York, is very much a long shot. Material in the specialty-selling field is purchased by *Opportunity*, 919 N. Michigan Avenue, Chicago, *Independent Salesmen*, 22 E. Twelfth Street, Cincinnati, and *How To Sell*, Mount Morris, Ill. Many magazines for retailers buy salesmanship material when it is made specific—relating exactly how a mentioned article, or line, is sold.

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In marketing, a segregated record of dealings with each individual publication is far more valuable than a similar record of the journeys of each manuscript.

LITERARY MARKET TIPS IN THE TRADE, TECHNICAL AND CLASS JOURNAL FIELD

American City, 470 Fourth Ave., New York, ordinarily buys a limited number of articles, but advises that it is out of the market for the time being.

Modern Mechanics and Inventions, 529 S. Seventh St., Minneapolis, is reported to be buying very little material at present, and accepting no short articles unless accompanied by illustrations.

Sales Management, 420 Lexington Ave., New York, announces a change from weekly to semi-monthly. Publication dates will be the 1st and 15th of each month, except in March and October, when three issues will be published.

Electrical Installation, beginning with the June issue, will be published under its former title, *Electrical Record*, and at a new address, 110 W. 42d St., Room 514, New York. Leslie H. Allen still continues as editor. He writes: "The editorial policy has been widened to include the merchandising of electrical appliances by dealers and power companies, also by department stores and electrical specialty distributors, as well as installation; and also to include manufacturing material."

Domestic Engineering and *American Artisan*, published by Engineering Publications, Inc., 1900 Prairie Ave., Chicago, have been changed from semi-monthlies to monthlies.

Standard Poultry Journal, Oklahoma City, Okla., has been discontinued.

The Magazine of Wall Street is now located at 90 Broad St., New York.

Nugent's, 239 W. 39th St., New York, has been discontinued.

Telephone Selling, 174 Fifth Ave., New York, which was announced as a new publication several months ago, has not been issued yet, and due to current conditions probably will not be issued for another year, according to Jules G. Moritz, publisher.

National Aeronautics Magazine, Du Pont Circle, Washington, D. C., William Enyart, editor, writes: "At present we have no budget to pay for articles."

Four L Lumber News, 500 Concord Bldg., Portland, Ore., at present is overstocked. The editor, Stewart H. Holbrook, states, "Ordinarily we buy articles regarding any phase of logging and lumber manufacturing in the Pacific Northwest, paying on publication one-half to one cent a word."

American Municipalities, 21 W. Main St., Marshalltown, Ia., and *Public Management*, 923 E. 60th St., Chicago, both report that they get plenty of material free, so do not purchase contributed articles.

Western City, 1206 S. Maple Ave., Los Angeles, a monthly, using only technical and semi-technical articles and news items concerning municipal government, water works, streets, etc., in the 11 Western states, is overstocked with material except from Montana, Idaho, Wyoming, N. Mexico, Arizona. Winston R. Upergraff is editor. Payment is made on acceptance at ½ cent to 1½ cents a word, photographs \$1.

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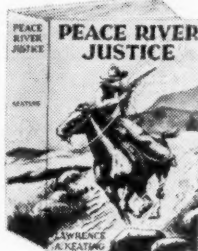
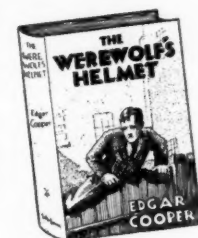
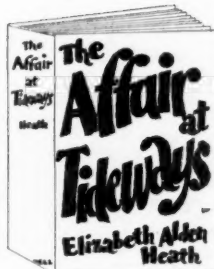
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The Retail Grocer and Provisioner, formerly at 110 Church St., is now located at 137 Wellington St. W., Toronto 2, Canada. William J. Bryans, vice-president, states he is buying very few contributed articles at present, but hopes at a later date to be in a position to consider well-written contributions of benefit to the grocery trade.

The Electrical Cookery Times, 608 Caxton Bldg., Cleveland, Carle B. Robbins, editor, is written entirely by the staff.

Forbes Magazine, 120 Fifth Ave., New York, writes a correspondent: "What we particularly desire is short anecdotes with a real business flavor. If the story pertains either to some business man or business concern, nationally known, all the better. Good jokes on your local business men, tradespeople, etc., are invited. If possible, we would prefer real names being used. Above everything, stories must be brief and to the point—less than 150 words are preferred. We pay \$5 for the best funny story every two weeks and present a copy of 'Forbes Epigrams' for each additional story accepted."

The Retail Book Seller, 55 Fifth Avenue, New York, is in the market for material of definite interest to book sellers and rental library proprietors—not interviews or pep-talks or general advice on literary articles, according to Francis Ludlow, editor, who adds: "If a book shop has a new and better way of doing anything or has done some specific thing with marked success, we welcome the facts about it." Payment is made on acceptance at 1 cent a word. Preferred length of articles is 1500 to 2500 words.

Industrial Relations, 844 Rush Street, Chicago, is always open for copy pertaining to industrial relations and material dealing with the idea of industry, economics, law, theory, practice and statistics. Writer should query, giving an outline of what he has in mind, the source, etc. The articles must come from the head of the plant and be initialed by him. Payment is made on publication (usually following the next month after acceptance) at 1 cent and up. A. D. Cloud is editor, George Applegren, associate editor.

Crowe's Pacific Coast Lumber Digest, and *Crowe's Small Operator*, 823 American Bank Bldg., Portland, Ore., *California Lumber Merchant*, Central Bldg., Los Angeles, *Southern Lumber Journal*, 1111 Graham Bldg., Jacksonville, Fla., and *New York Lumber Trade Journal*, 285 Madison Ave., New York, all report that they do not buy outside material.

Gertrude Warburton, editor *Dress Accessories*, 1170 Broadway, New York, advises that for the present her budget will not permit the purchase of outside material.

J. L. Hoppe, editor *Meat Merchandising*, 105 S. Ninth Street, St. Louis, reports that files are still overstocked and that it is highly improbable that any further acceptances will be made for the next four months.

"The peculiar editorial content of *Packaging Record*, 1465 Broadway, New York, does not permit purchase of unsolicited manuscripts except on order only," writes M. E. Lerner, editor.

American Lumberman, 431 S. Dearborn Street, Chicago, is now being published every other week, instead of weekly.

Merchandising shorts are the order of the day for *Crockery and Glass Journal* (with which is consolidated *China and Glass Guide*), 1170 Broadway, New York) according to a letter from S. D. Goulding, editor. "No item," he writes, "is too brief to merit publishing if it holds real merchandising need. However, make them short and snappy." While *Crockery and Glass Journal* concentrates on department stores, jewelry, hardware and specialty stores with china and glass departments are worth covering. Payment is made at 1 cent a word about two months after publication.

Automotive Service News, 223 S. Waverly Drive, Dallas, Texas, C. C. Hayley, editor, is running one-half size through the depression, and so is in the market for very little material. Mr. Hayley writes: "We do not use material that we are not permitted to condense to news items."

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